

21, 1954

# LEATHER AND SHOES

*for Executives*

The buying mood has set in as the Leather and Allied Shoe Show opens in New York. The outlook for the leather and allied trades for the months ahead is excellent.





THE  
*BIG* NEWS  
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This Fall many youngsters will step into the new school season in cleverly styled "Ruggies" . . . fine leather footwear lending a happy lilt to dress-up occasions . . . footwear fashioned of Rueping's well known HIAWATHA leather, tanned for comfort, style, appearance, long wear, and all-around value!



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 Co., Inc., Palmyra, Penna.

Leather: Rueping's HIAWATHA  
 Color No. 577



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**Beggs + Cobb, Inc.**

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BOSTON, MASSACHUSETTS

# LISTEN TO THIS!

**Fading shine.** London's roving shoe shine boys, once numbering over 1,000, are a fast-fading breed, with only 23 of them remaining. That's according to the city's oldest shoe shine "boy," 70-year-old Jim Pearce. Jim blames it all on the new-fangled fashions. He says, "Fashions are changing. Today we've got all those crazy shoes—buckskin, suede, raw-hide, fabric, and them opened-up sandal jobs that leaves no shoe at all. It's just ruined our business."

**Wild cattle.** An expedition of naturalists recently landed on two uninhabited Pacific islands in the Auckland group 300 miles south of New Zealand. There they found numbers of large wild cattle herds roaming the land. The naturalists, reporting in an Australian journal, said the cattle were apparently descended from livestock landed there over a century ago for the use of shipwrecked mariners. Millions of tame rabbits with silvery-black fur were also found on the islands.

**Success in wide feet.** A British doctor has stuck his neck out, but good. He says he's discovered, in a special

survey, that people with wide feet have a greater chance of succeeding in life than do others. He allows a 10 percent margin of error, but beyond that he insists his figures are accurate. His announcement has created a violent reaction among narrow-footed people. So that doctor has now appointed an impartial medical committee to examine 2,000 persons to ascertain whether the shape of the foot is associated with one's success in life. All we know is that this might start an interesting shoe style trend toward wide-soled, broad-last shoes. After all, everyone wants to at least **look** successful.

**Compromise.** It's supposed to have happened in a Los Angeles store. Said the manager of the shoe store to his window decorator, "This is an inferior grade of shoe. But I'm an honest and honorable man, and I refuse to pass it off as anything better. Put it in the window and mark it, 'A Shoe Fit For a Queen.' After all, a Queen doesn't have to do much walking."

**Price of paperwork.** Now we know at least one good reason for the rapid

rise in the proportion of white collar workers. A government statistician has figured it out. There are over one trillion, two hundred billion (1,200,000,000,000) papers—most of them worthless—filed away in business and government files. U. S. businessmen are spending \$12 billion a year to preserve records which in most cases are valueless. Upkeep of that paperwork costs \$35 billions annually in clerical salaries, and costs the government \$4 billions a year. About 175 billion pieces of additional papers are being stuffed in files annually. Each year we're adding a new file drawer for every employee—or about 62 million.

**Forever-wear sole.** Out of Germany has now come a new type of soling compound known as Vulcollan, which shows hardly the slightest wear after a year of active use. It's claimed that the new material (polyesterisocyanate compound) puts butadiene-styrene resin rubbers and cyclised rubber out of date. Wear resistance is said to be highest yet achieved. The material is reported in short supply currently. We have no further information on this at the moment.

## LEATHER AND SHOES

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# Is "heart trouble" killing your shoe business?

The "heart" of every shoe is the insole. And in every shoe, a stout "heart" or insole is more important than outer beauty. A shoe can have its face lifted, but when the insole weakens the damage is permanent.

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are taking advantage of the**



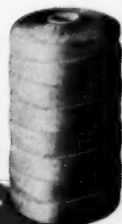
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*Nylon Thread for Inseaming*

*Increased demand for this superior*  
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# news X-Ray

Outlook for accelerated shoe production in year's last six months . . . Fringe benefits cost a pretty penny . . . New way to sell shoes in Africa.



**Now that shoe production rate has finally accelerated**, look for last six months of 1954 to show substantial gain over corresponding 1953 period. Census Bureau has confirmed Tanners' Council estimate that June 1954 figures would equal or better June 1953 totals (41,224,000 pairs against 41,118,000 pairs). This is first time this year that production in any one month has exceeded same month of year ago. And Council estimates that July production will equal June totals, show a 1.2% increase over July 1953.

**Turnabout must be taken with grain of salt.** First, production rate over last half 1953 was subnormal. Shoe manufacturers clamped brakes on sharply when they realized they had overproduced. This clampdown held through first half 1954. But encouraging fact is that production (and thus inventories) now regarded as well balanced with demand and manufacturers can once again remove wraps.

**If latter half output holds**, 1954 total will be at least 500 million pairs. This is equal to 1953 as a whole, will be either fifth or fourth highest yearly total on record. Depends whether 1954 total betters 501,180,000 pairage of last year.

**General feeling from now on is one of tempered optimism.** Don't forget, 1954 production will be practically all civilian. Military output for year has been small. This indicates growing population is making its needs felt. And population, if not per capita shoe consumption, is growing steadily, will continue to do so.

**Although retail sales to date have not been spectacular**, they are generally holding own with last year. For example, Department of Commerce places total retail sales of Class II shoe stores (operators of 11 or more stores) at \$312 millions for first six months of 1954. This is fully \$2 million better than the \$310 million reported in the same period of 1953.



**In its latest survey**, Dun & Bradstreet interviewed 1,126 business executives, found 48% expected better sales over fourth quarter 1954 than in previous year. Only 21% looked for dip. Back in March, only 43% predicted rise while 29% looked for decline in this

period. Also, 39% anticipate gains in net profits after taxes in fourth quarter.

**Survey also indicated** manufacturers of nondurable goods more optimistic than makers of durable goods; prices expected to hold to current levels, majority of manufacturers look for further increases of inventory, and most expect new orders to show substantial gains.



**New study by U. S. Chamber of Commerce**, based on final reports of 940 large companies, reveals fringe benefit costs—employer payments for social security, pensions, vacations and the like—averaged \$720 per employe during 1953. This was \$76 higher per person than average reported in similar survey made in 1952.

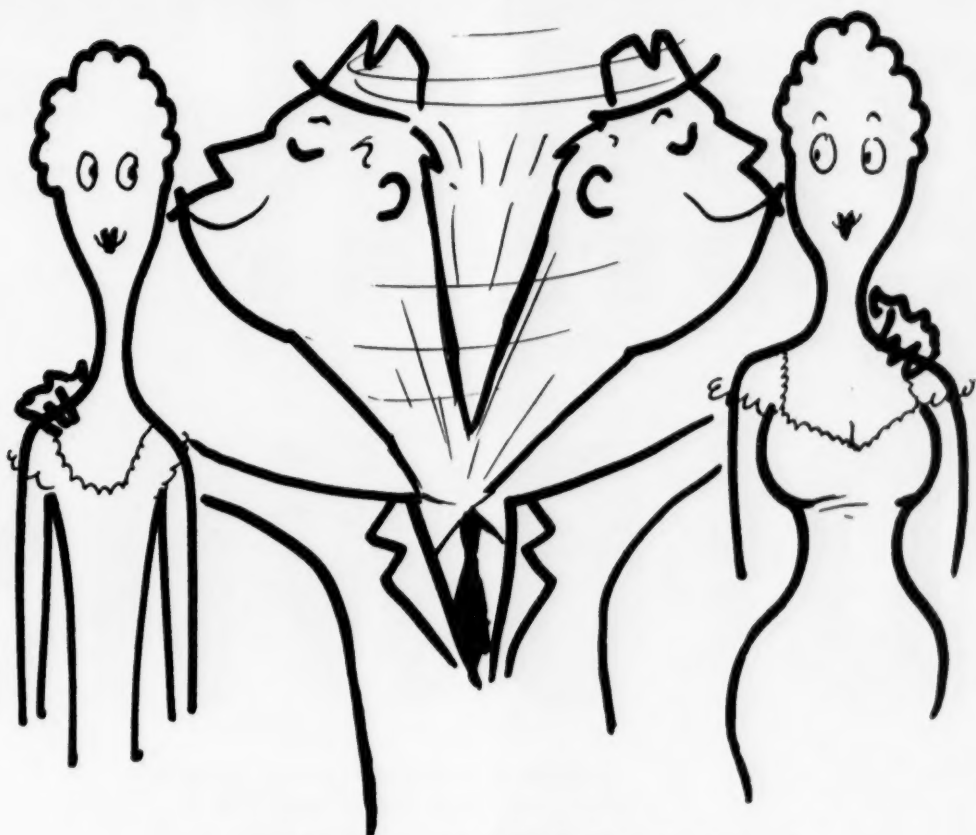
**Over 97% of companies reported payments for employe insurance.** Payments averaged 1.8% of payroll. Pension payments reported by 81% of firms, with payments averaging 4.7% of payroll. Fringe payments varied widely, ranging from five to 55% of payroll. Average payment was 19.2% of payroll or 34.6 cents per payroll hour. As expected, fringe payments were larger than average in largest companies, lower in smallest.



**International Shoe Co. reports a new approach to the problem of selling shoes to bare-foot people.** On a recent trip through Africa, Poll-Parrot agents Mr. and Mrs. John H. Leh, retail shoe merchants of Allentown, Pa., passed out about 500 Howdy Dooty rings used to promote Poll Parrot shoes on television. Rings contained prismatic lenses, showed likeness of Howdy Dooty on top. When slanted, parrot trademark of Poll-Parrot shoes appeared as if by magic. Lehs reported money couldn't buy cooperation of natives as well as rings did. Big question still remains: will natives be persuaded to buy Poll-Parrot shoes?



**Businessmen would do well** to familiarize themselves with "New Look" in National Labor Relations Board's new rules and interpretations. Labor Relations Institute reports scope of changes broadest in years. For example, under new regulations, many thousands of employers formerly regarded as covered by Taft-Hartley law are now completely exempt. On the other hand, unions have gained new weapons which could be abused if employer isn't well versed in rules.



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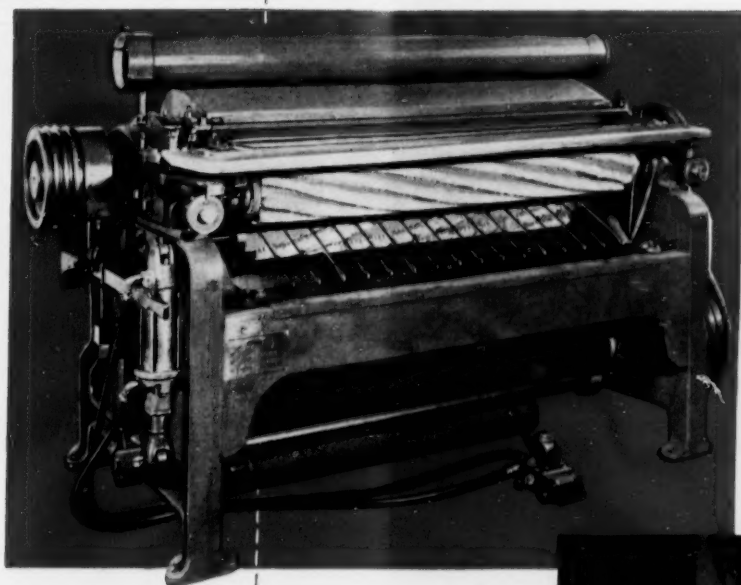
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and money-saving!*



*It's easy  
to use!*



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"Toe Control"*

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*optional at slight extra cost*

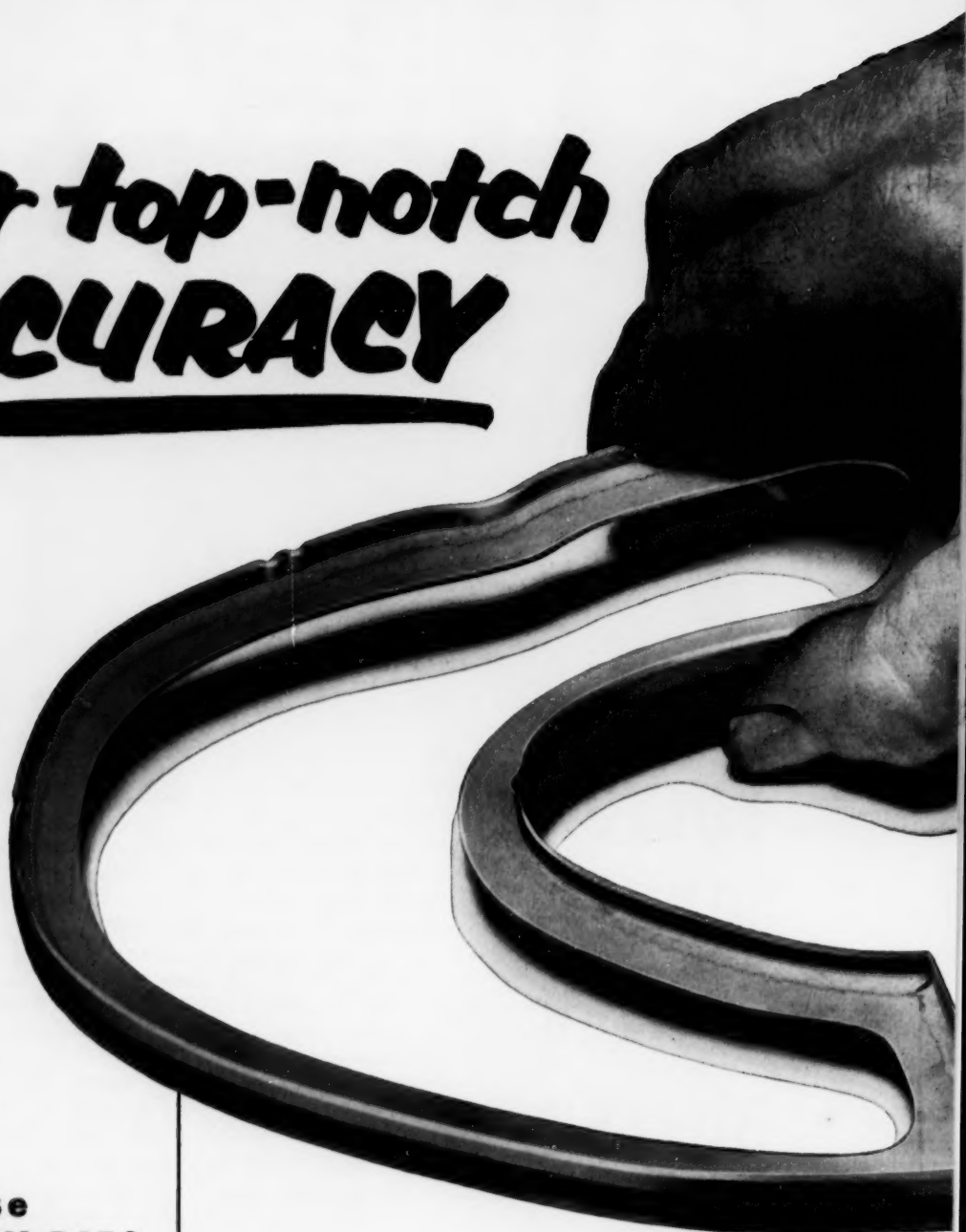
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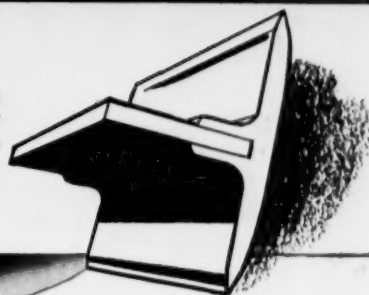
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*A Versatile Combination  
tanned leather in kips,  
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you look into -  
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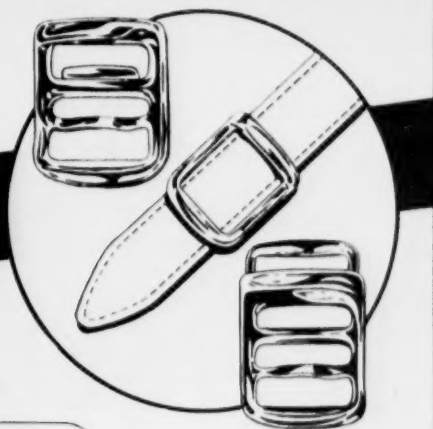
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## "Sensible" Shoes Are Fine, But A Dame Is A Dame

The Medical Alarmists Who Decry Fashionable Footwear  
May Be Right About Medicine But Not About Women

**T**HE item appeared in many newspapers the other day—a physician making a severe condemnation of the "ridiculous footwear fashions and dangerous high heels" worn by today's women, and concluding with an impassioned appeal for a return to "sensible" shoes. Shoe men have heard this plaint by medicos countless times in the past, will continue to hear it in one version or another.

Now, if you take a deep-down look, it isn't footwear fashions that are ridiculous but the doctors who gripe about them. It isn't shoes that ought to get more sensible but the doctors.

If it were up to a lot of doctors they'd in one fell swoop do away with such female footwear fetishes as open toes, open backs, shell vamps, high heels, pumps, naked sandals, and practically every other ornamental feature that lures women into shoe stores. If the docs had their way they'd universally decree a flat-heel, bulldog-toe rugged oxford that would make an appropriate pedic costume for Whistler's mother on a hike up Mount Everest.

The doctors are about as knowing of female psychology as Mae West is of solving some of Einstein's more difficult mathematical problems. The day that women will discard their lipstick and girdles, their zany hats and sheer hosiery, their starvation diets and men—that's the day women will forego their eternal yen for fashionable footwear. Whatever doctors may know about women, it ain't from the ankle down.

**There's a lot of self-righteous males** who pay vigorous lip service to the advisability of "sensible" shoes for women. But those guys will no more be drawn to a sensibly shod woman than they will to an unpainted one. No getting away from it, men like their cake frosted. And while the docs spout about the "evils" of fashionable footwear, you'll find their wives sashaying around in the fanciest shoes. Which corroborates an old Chinese proverb: "Before swallowing the pill,

see that the doctor does so first."

The docs, ironically, have still to learn that women are motivated more by elementary biology than medical advice. There's nothing more gratifying and inspiring to a female than a wolf whistle. That's the simple answer to the popularity of such female attractions as girdles, high heels, starvation diets and a host of other things cited as "harmful" by the medical alarmists. A dame is a dame, and there's just no place you go from there.

But the docs insist on taking a lot of romance out of living. Like several years back when the chiropodists of Illinois tried to push a bill through the state legislature to outlaw the story of Cinderella for all school books. Their argument: The story tended to let kids grow up with the idea that small feet were desirable—and hence would make the kids force their feet into tight shoes.

Thus would have died one of the most loved of all fairy tales—except that there was enough romantic red blood in the veins of the legislature to squash the attempt.

**It can get even sillier.** Such as an abortively attempted bill presented by a group of podiatrists in another state, making it a criminal offense to drink out of a shoe. They said it was unsanitary. All we know is that when a guy feels romantically hepped enough to gulp a toast from his sweetie's slipper, it's a damned shame to squelch his exuberance with a law because of the remote possibility he'll get athlete's foot of the vocal chords.

**The doctors themselves** have never been able to agree among themselves as to what is or isn't a "proper" shoe. The maze of conflicting statements show that if you wear high heels you'll acquire anything from a curved spine to a twisted medulla. Flat heels will bring you sagging arches. If the toe is open you'll catch chilblains, and if it's closed you'll get ingrowing nails. In backless shoes your ankles will get

fat, while in closed backs you get pump bumps. A nice wide shoe fails to give you "support," while a snug fit will net you corns. The pedic alarmists have pictured this shoe-scare story so grimly that the consequent fallen arch will lead to everything short of a fallen woman. And behind it all lurks a tall heel.

Nevertheless, despite all the hue and cry of medical protest, women will continue to express the forceful individuality that has typified the female since Eve. Despite all the grave medical warnings about fashionable shoes causing everything from flat feet to displaced pelvic organs, from aching calves to sagging bosoms, she'll continue to prance delightedly in her high-heel shoes with the holes in back and front.

**She'll willingly chance** all the chilblains and backaches, the wrinkles and pains, the twitches and twinges, and all the other promised maladies which the doctors dolefully prophesy for wearers of fancy shoes. She knows only this: that a pretty high-heel shoe does nice things for her ankles and legs, magnetizes the all-important male eye, and inspires the delightful sound of the wolf's whistle. Could a "sensible" shoe do this? Ask the woman who disowns one.

After all, what's a woman's entire objective from the age of puberty but to lure the male eye in her direction and keep it there, for a lifetime, if possible? And if a stilt-like, zany-styled shoe is one of the effective weapons in her arsenal, there's little chance that all the doctors' pained wails and warnings between heaven and purgatory will alter her eternal nature and whims. A pretty shoe is a wonderful thing. Since woman put her foot in it the world's never been the same.

**In any burlesque,** the stripper will shed right down to G-string and her high-heel sandals. The law requires the G-string. But her shoes, the only remaining item of apparel, she wears because she loves them.

And there was the lovely gal they photographed in a New Jersey nudist camp—nude, of course, except for the high-heel pumps on her feet.

That's what we mean. The doctors and other alarmists are shoveling against the tide. You can expect a woman to forego a lot—but never her pretty, fashionable shoes.

**Reprints of the editorial** at nominal costs: Up to 100, 10¢ each; 200-500, 5¢ each; 1000-3000, 2½¢ each; 5 or over, 1½¢ each.



# SIDE SHOW

## GUN METAL

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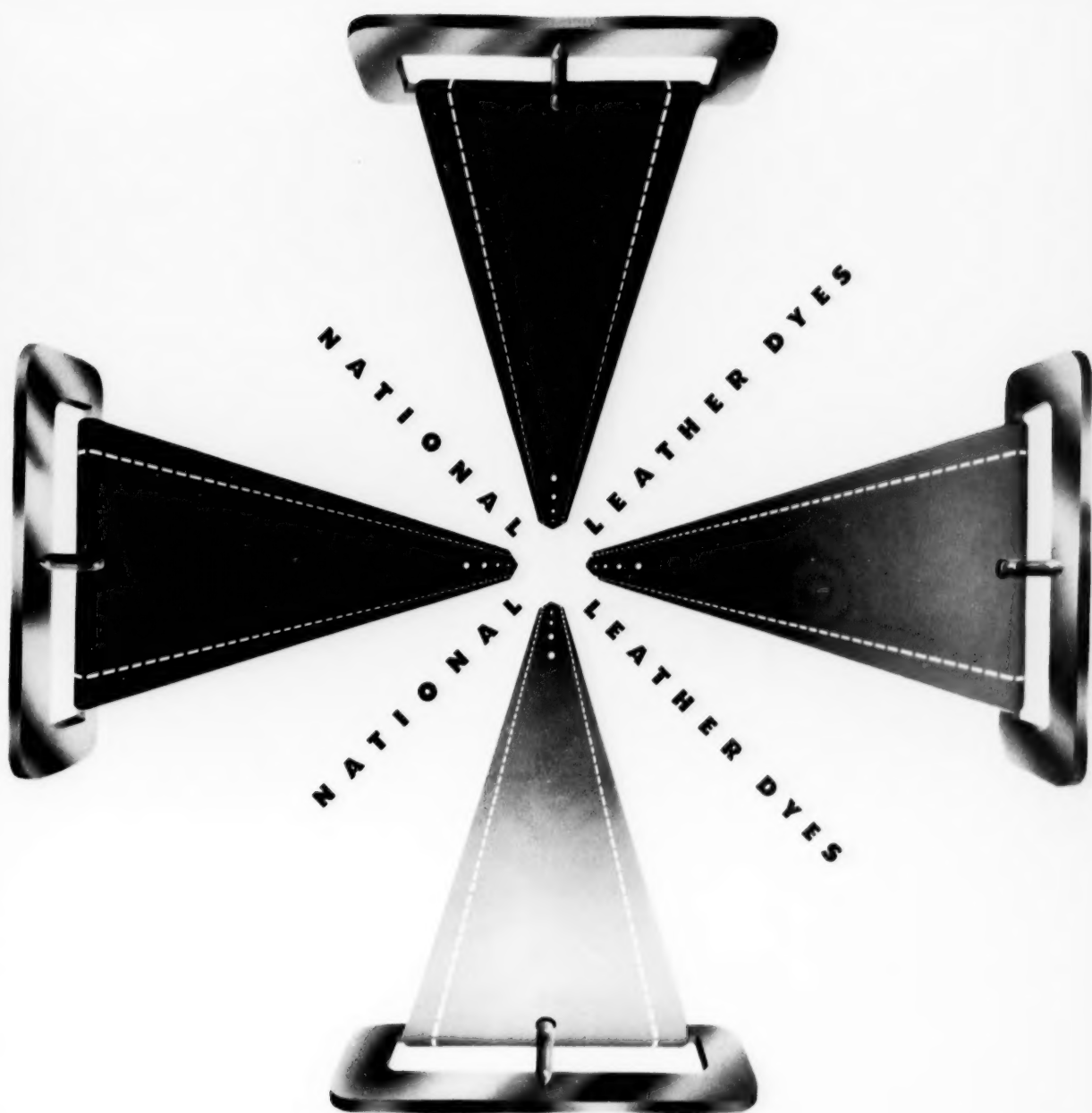
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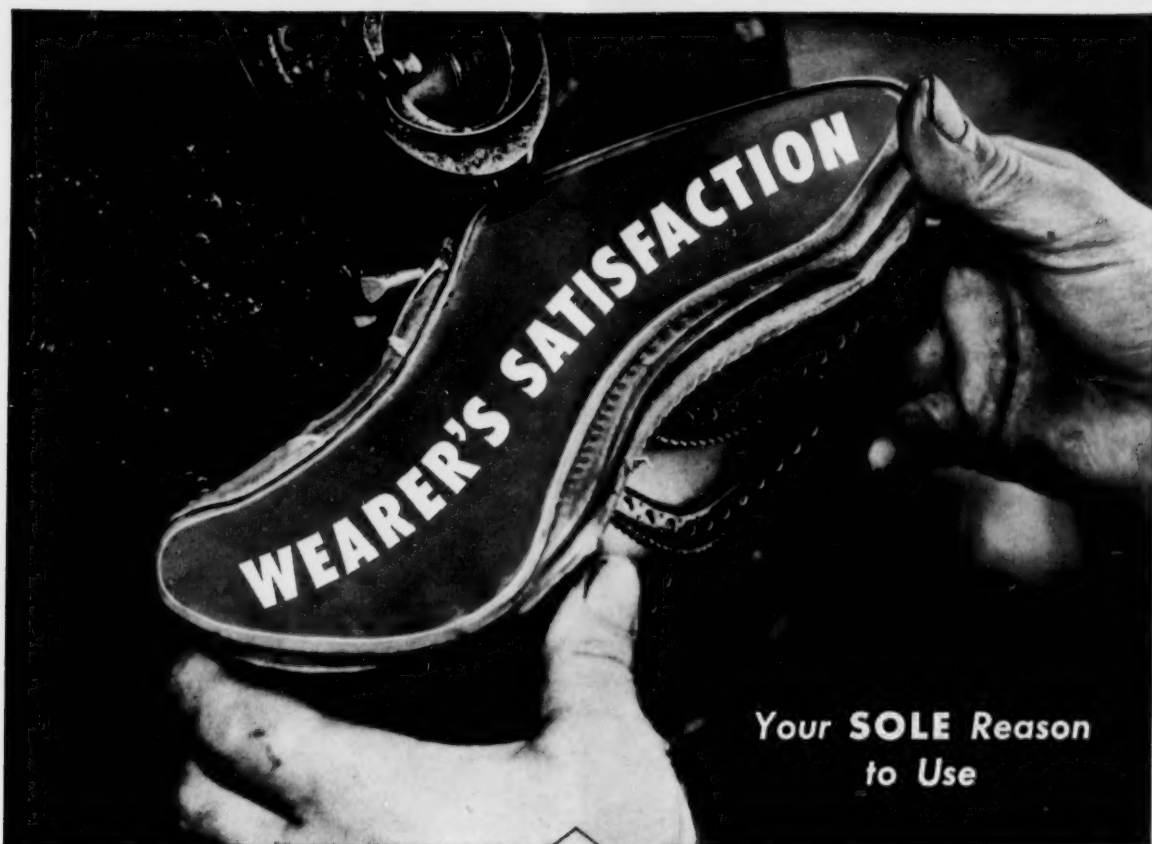
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Once in awhile the question is asked: "What has been the effect on Rohm & Haas leather chemicals of the spread of the company's interest into other fields?" The answer is simple: Chemicals which might not otherwise have been made are now available to the tanner. This has resulted in the development of products of highest quality whose range of usefulness to the tanner is steadily being extended.

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# Stylescope

SHOE  
FASHION  
NEWS  
AND TRENDS

Texture, suppleness, and extravagant array of colors highlight leathers and fabrics for spring-summer 1955.



**Here are some of the highlights to watch at the Leather Show and Allied Products Show:** Texture continues as highly significant in both leathers and fabrics. In leathers smooth textured anilines with look of depth and dimension continue as top fashion news in women's footwear. Spangled, metallic and lustre finishes also get nod of fashion approval. Particularly interesting are the spangled reptiles with both surface texture and color variations.

**Men's leathers** reflect continued interest in shrunken grains and wide variety of natural and novelty grains in soft, supple tannages.

**Textured fabrics** for both men's and women's footwear will highlight showings. Nubby weaves, slubs, knitted fabrics slated for special attention. Textured straws in both rigid and stretchable versions are expected to be top fashion news in men's, women's and juvenile footwear.

**Suppleness, softness and lightweight look and feel** will be stressed by leading leather and fabric houses. Continuing strong emphasis on casual footwear and shoes with easy-fit qualities emphasizes growing importance of these characteristics in footwear materials.



**Biggest excitement will be in color picture** for spring-summer 1955. In women's shoe leathers and fabrics there will be much interest in pastel colors. Most fashion authorities for leather houses and fabric companies agree that pastel colors are in for considerably more acceptance in coming season. Top favorites are the pastel blues—ranging from clear, whitened blue to subtle off-shades like periwinkle (whitened, lightened lavender blue). Clear pastel blue for volume, periwinkle for high-fashion.

**Pinks expected to continue strong**, but blues felt to be newer fashion note. Yellow causing excitement among designers of both women's and girls' footwear . . . both clear pastel yellow and golden-hued versions. Other pastels also being sampled widely. Evidence points to exceptionally strong pastel season.

**Lavender hues considered possible dark horse** by several prominent stylists. Good promotional possibilities cited since apparel fabric picture for spring is greatly influenced by lavender tones.

**Shock tones** also prominent part of women's spring-summer color picture. Especially favored are bright turquoise, flame red, and coral-orange. Other shades like chartreuse, royal blue, cyclamen noted for promotional tie-ins with apparel fabrics.

**Neutral greys and beiges** expected to continue in high favor. Light, silvery greys will get high-fashion emphasis with charcoal and medium greys still in good volume. In beige picture, soft, yellowed beiges favored for volume and pink-toned beiges for high-fashion appeal.

**Avocado green still in ascendancy**, according to leaders in color field. Many manufacturers plan expanded range of styles for spring in this color.



**Men's color picture sparked by startling color innovations.** Such colors as pink, helio (a lightened purple), gold, bright red, avocado, and a wide range of blues from pastel to shock tones are among offerings for men's shoes. Most style authorities favor using unusual colors only as trim, but several top designers reveal they will feature some of these colors in allover shoe patterns or in half-and-half styles.

**Tan-brown color family** will continue as largest volume for men's shoes. Growing interest evidenced in tans with yellow undertones for both men's and boys' footwear. Charcoal brown also expected to gain strong fashion recognition.

**Greys due for better acceptance . . .** with increasing demand for medium greys in casual types of footwear. Charcoal grey still leader, but watch these new medium greys in men's shoes.

**Not much talk about Charcoal blue at present**, but top stylists indicate they will present wide range of patterns in this color when spring-summer men's shoe lines are introduced in October.

**Black now expected to draw attention in casual footwear** in addition to business and dress patterns. Particularly effective in casuals when combined with some of startling colors like pink, gold or helio.



**Juvenile color picture** highlighted by stronger emphasis on bright colors. Flame red slated for prominence in both boys' and girls' shoes . . . casual patterns for boys, but casual, school and dress styles for girls.

**Other bright colors favored** for girls include turquoise, coral, yellow and royal blue. Pastel shades headed by pinks, blues and light yellow.

**Boys' colors** highlighted by yellowed-tans, smoke, and black. Charcoal shades and some high-colors seen in men's shoes also expected to filter down into young boys' footwear.

PRESENTING

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FOR SPRING • 1955

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**AUGUST 30 • SEPTEMBER 1, 1954**

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LEATHER and SHOES

August 21, 1954



# LEATHER AND SHOES



*The Magazine for Executives*

## **THE TIME IS RIPE**

### **Leather Show Opens With Shoemen In Buying Mood**

12-Month Period Of Low-Level Shoe Output Over;  
Prospects Brighten As Shoe Production Shows Upbeat

There's one outstanding fact that highlights the forthcoming Leather Show in New York August 31-September 1: nobody can say the time and conditions aren't ideally ripe for a harvest of good business.

Here are the significant conditions as leather sellers and leather buyers meet in New York:

1) Tanners have access to ample supplies of rawstock.

2) Prices are attractive yet stable—both for rawstock and leather; and particularly so from the standpoint of the shoe manufacturer and leather buyer.

3) Practically no shoe manufacturer is burdened with any excess or surplus of leather inventories. In fact, most inventories are at pretty low levels.

4) Outlook for shoe production is very good—in fact, the best it has been in the past year.

Summed up it means simply this: The conditions of need and demand for leather are present. The conditions of supply and price are ideal. Put these conditions in a common pot and you've got the makings of something really cooking.

Let's take a look at the signs and figure it for yourself. The recessive letdown in shoe production began about July-August of 1953. Prior to that there had been a full year's run of production at a healthy clip, with consequent good leather business. Then the high-level output abruptly ceased as the balloon emitted air and floated down. The in-

evitable was obviously in store: a period of relative famine following a period of relative feast.

The "famine" has run its normal course, almost a full year. In that time some quite natural things took place. First, retailers' and manufacturers' inventories—which weren't dangerously excessive in the first place—were shaved down.

Historically in shoe business such "dry runs" complete their course, usually from eight to 12 months. Proof that this last one has completed its course and is ready to shift upward lies in the fact that June finally broke even with June of 1953—the first month in many to do so. And July went ahead of the same month of 1953—the first "ahead" month in nearly a year. August will do the same.

Second, the long-talked-about recession, especially from the consumer's standpoint, failed to come off. The consumer, snubbing the economic prophets, continued to buy goods at a normal rate. It applied to shoe business, too. Retailers finally had to believe what was happening.

By May-June they awoke to reality, started ordering fill-ins. This was followed by some real orders. And by August there were many orders being stamped "rush delivery."

The rest of the story, pre-written for the months ahead, contains the inevitable and obvious climax: a period of good business.

If this were conjecture or the

building of an artificial case it would show a lot of cracks on the surface to start with. But the consistency of a 50-year pattern of shoe production, barring war years and other "abnormal" periods, seems unlikely to be broken now when general economic conditions are rife with normalcy.

That pattern has repeatedly said this: there is never a prolonged period of either excessive or recessive shoe production. A study of the records solidly documents that. In 1952 we produced 508 million pairs—just about normal on the basis of the traditional per capita consumption pattern. In 1953 it was 501 million pairs—below the per capita consumption level normally required for the population.

On a "fiscal" basis, however—July 1952 to June 1953—our output was fairly high, around 520-25 million pairs. But this was soundly counteracted by the fairly low production period of equal length, from July 1953 to June 1954. Thus any excesses indulged in previously were dieted down to normal weight.

And that's the present status: normal weight in some instances, sub-normal in others. In almost no case overweight.

The outlook for leather business in the months ahead hinges largely upon those facts. If tanners have been wondering why, despite the recent pickup of shoe factory activity, shoe manufacturers are still slow in coming to market, it might find its justification in one fact: Shoe producers, knowing that rawstock supplies are ample and that prices are fairly solidified, feel no urgency of rush or large-scale buying at the moment.

But time is running out. The hibernation period is about over. No one can hold back the inevitable turn of the seasons—nor the inevitable upturn of shoe business. Shoe sellers have every reason to wear a smile. And leather sellers likewise.

# WHY

The Stein-Sulkis Shoe Company

## EQUIPPED THEIR NEW FITTING ROOM COMPLETELY

WITH NEW **SINGER FORMICA® TOP INSERT TABLES**

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MANUFACTURERS OF

*Sub Debs. Women's Fine Shoes*

30 STEVENS STREET

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HAVERHILL, MASSACHUSETTS

June 21, 1954

Haverhill  
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New York, New York

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Many of my friends have asked me what prompted me to install the Singer Formica top insert tables and Singer electric transmitters in the 190 new spaces that we have recently installed in our fitting room.

In view of the fact that this represented a major move for us, from the expense angle, we gave this matter a very thorough study and from the information we received, plus our own observation, we believe that these new formica tops will save us considerable money by keeping the shoes clean during their movements through the stitching room.

We also believe that these new transmitters and individual motor-driven machines will speed up our production and increase the earning power of the operator, which is what every successful manufacturer is looking for today.

The question of insert tables presented a feature which we felt, from a point of flexibility, was something the industry had been looking for for a long time, and when we use the word "flexibility" we mean that machines can be changed that much quicker, which would mean faster production.

We are very happy to report to you that many of the features we had expected your equipment to do are already living up to our expectations. Our new equipment is keeping our operators happy, giving us cleaner shoes, and giving the operators higher earnings.

Sincerely yours,  
STEIN-SULKIS SHOE COMPANY

*A. H. Stein*  
A. H. Stein, Treasurer



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developed the Neophil nylon Hand Sewing thread now available to you pre-waxed and "hackled" in any required length. Much more uniform than the natural fibers, it contributes richly to improved styling and sales appeal. On all moccasin stitching problems, we are prepared to advise you. No obligation!

*This tag tells customers your shoes are superior. Write for full information on our Premier Plan for helping you win recognition.*



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*The Successful Nylon Sewing Thread!*

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# NEW!



*One of the many Thom McAn style leaders featuring Dryseal welting*

## **DRYSEAL\* SCALLOP HI-WAL WELTING...**



**NOW** — Dryseal Hi-Wal Welting with a scallop . . . a sensational new style feature just introduced in the modern waterproof welting that makes shoes look better, wear longer !

Shown above: one of the many fast selling Thom McAn styles that features famous Dryseal welting.

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**TOP-LIFT ATTACHING to  
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**HERE'S THE MACHINE  
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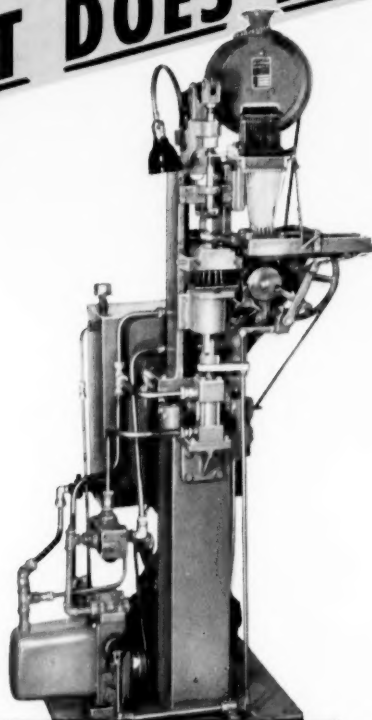
If you manufacture Women's, Misses' or Children's welt, pre-welt or Cement process shoes, you need the YOUNG Hydraulic TOP LIFT ATTACHING MACHINE because it eliminates "spanking" and "slugging" . . . eliminates breasting operation . . . eliminates cementing of lifts to heels . . . eliminates the noisy slugger . . . eliminates last breakage.

IT IMPROVES THE APPEARANCE of your SHOES because all pins are uniformly spaced and driven simultaneously in one operation . . . because nails are driven flush into the base and no "dimples" appear on the finished side of the lift.

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TANNERS' COUNCIL LEATHER SHOW AUG. 31 — SEPT. 1, 1954  
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## Spring-Summer Leathers Will Stress Luxury In Color, Texture

Richer, Softer, Lighter In Weight, More Brilliant In Colors—These Highlight Next Season's Leathers

**T**HE leather picture for spring-summer 1955 is highlighted by luxurious finishes, rich textures, soft suppleness, more lightweight leathers and the widest range of really beautiful colors ever presented.

**Aniline dyed and aniline finish** leathers continue to rate rave notices with their mellow "look into" qualities and subtle color variations. Particularly favored by designers for use in footwear that is simple in line with a minimum of trimming so that the inherent beauty of the leather becomes the focal point. Anilines are slated for top fashion rating in both men's and women's footwear and also will be featured increasingly in juvenile shoes.

**Lustre leathers** are another part of the luxurious finish leather picture. In both women's and girls' footwear the lustre leathers (which include calf, kid, reptile and side) are expected to make fashion news particularly in dressy styles. Used both as trim and in all-over patterns, the lustres tie in beautifully with the many polished fabrics introduced for spring-summer ready-to-wear.

**Metallic or spangled finish** leathers have a jewel-like quality that makes them especially fashion-worthy for women's dressy footwear. Jewel-toned apparel fabrics plus the strong endorsement of the "glamour touch" for dressy occasions via much jewelry (witness the growing popularity of Chanel's ropes of beads) and the wide assortment of apparel fabrics with metallic threads interwoven in fine tracteries, make these metallic, spangled leathers significant fashion news.

**Highly polished leathers** will also make big fashion news in spring footwear. The satin finish women's leathers are good matchmates for prominence, and also fit in with the general apparel trend emphasizing dressy apparel. Similarly, the growing importance of dress apparel in men's wear points up the fashion compatibility

of highly polished leathers in men's footwear.

Patent leathers for women's and girls' footwear look exciting in many new finishes, like quicksilver patent—a metallic, lustrous surface; satin patent—a new demi-gloss finish with definite lustrous quality; and several novelty finishes like polka dot patent and textured cordé patent.

**Grained leathers** for men's and boys' footwear are presented in a wide range of textures for the coming season. Shrunk grains, natural grains, fine grains, boarded grains and novelty print grains are offered for casual and informal business shoes for men and casual and dress shoes for young boys. Colors expected to be in demand range from light tans with yellow undertones through the medium browns. Black also rates more attention.

Soft, crushed grain leathers and glove-type leathers seem due for special popularity in men's, women's and juvenile footwear.

**Suedes, brushed leathers** and buck-types also are part of the "texture" trend. Suppleness and softness, still considered among the top features in footwear styling, are particularly outstanding in these leathers. Many suedes now have non-crock, water-repellent finishes and are offered in varying weights for lined or unlined footwear.

**Lightweight leathers** are expected to be in stronger demand. Manufacturers of men's and juvenile footwear, in addition to women's shoe manufacturers, are now showing more interest in lighter weight leathers. At present, men's shoe designers are using some of the lightweight leathers in advance casual models and many plan to feature these also in dress styles. Children's shoe designers are particularly interested in leathers that are light in weight yet also scuff resistant and with sturdy wearing qualities, since they plan to use these leathers in active play types.

One of the most interesting developments in the leather picture for spring-summer 1955 is the perfection of a new process for weaving leather strips into a very flexible woven leather material (see special news story). This woven leather not only has the inherent beauty of leather, but also has texture interest, open-air ventilation, softness and flexibility, and permits interesting and unusual combinations of color.

**The wide and outstanding array of colors** seen in advance swatches of leathers and colors to be presented at the Leather Show reveals two distinct trends which will become more evident as spring-summer 1955 shoe lines get into full swing. These trends can be described as "the lights" and "the brights," meaning strong emphasis on the pastel shades and lightened neutrals, plus the shock shades and dark colors with bright undertones.

**In women's footwear**, the light, whitened pastels are headed by pinks, blues and yellows—plus pale beige and silvery grey. Bright turquoise, flame red and coral-orange are leading contenders for top honors in shock shades for women's shoes.

**For men**, the favored light colors include: yellowed-tans and smoke for volume, and pastel pinks, helio (lightened purple), avocado green, and light blue for promotional colors. The dark brights cited for prominence include highly polished black, charcoal grey, charcoal brown and charcoal blue.

**Juvenile footwear** follows color trends similar to grown-up trends. For girls, the pastels are expected to rate popular appeal in all styling categories—dress, play and school. Pink, blue and yellow are favorites. The brights are headed by flame red and patent leather in copper, gun-metal and shiny black. White is also considered part of the bright picture and shoe stylists express the opinion that white will be one of top fashion colors for the coming season.

Boys' footwear will be highlighted by yellowed-tan colors and a slight interest in the pastels slated for prominence in men's footwear. Bright colors like red and bright blue, however, will be featured frequently in boys' casual footwear with the hope of opening the door for better color acceptance and increasing sales of young boys' shoes.

## THE LEATHERS

## THE FASHION REASONS

## SHOE INTERPRETATIONS

### Mellow Anilines Polished Smooth

Mellow, rich appearance is perfect complement for new textured fabrics in men's, women's and juvenile categories. Contrast of smooth shoe surface with textured fabric is complementary to both. Simple line shoes, where beauty of leather is focal point, are top favorites . . . like the woman's shoe illustrated — sleek, trim pump in aniline calf with simple cutout vamp and button decor.



### Glowing Lustres Gleaming Metallics

Apparel fabrics for spring are often highlighted by "glamour touch" like satin stripe cottons or fabrics with metallic threads interwoven. Both women's and girls' apparel will feature these fabrics. Stunning footwear accents in lustres and metallics are ideal coordinates. Dressy patterns will predominate — like woman's pattern featured in star-dust kid — very feminine and dainty.



### Supple Suedes Brushed Leathers

Two outstanding apparel trends point up fashion significance of suedes and brushed leathers. New "elegant" or dressy trend which emphasizes rich fabrics with supple softness, makes fine suede footwear a natural tie-in. Strong "casual apparel trend with easy, natural lines and textured fabrics — brings in brushed leather shoes — like the men's casual featured here in blue shag-buck.



### Textured Leathers Reptiles Shrunken Grains

Textured, polished look of these leathers adds dimensional interest to spring footwear. With so much talk about depth and dimension and textured fabrics, textured leather footwear is due for continued publicity — reptiles and grains for women's and girls' footwear — and many varieties of shrunken grains, natural grains, etc., for men and boys . . . in styles like this men's bal oxford in aniline finish shrunken grain calf.



### Soft, Glove-Type Leathers

Soft, supple styles in fabrics and apparel designs cited as favorites for spring-summer 1955 . . . particularly in casual clothing. Soft, glove-type leather shoes make fashion-right companions. Stylists feel glove-type leathers are newly fashion important in juvenile footwear — like the boys' single-eyelet casual with turn-down collar in light tan glove leather.



### Patent Leather

The prevalence of prints in women's and girls' fabric lines for spring-summer again assures strong interest in patent leather footwear, since fashion authorities for years have voiced approval of patent with prints. Patent particularly favored in dressy pump types for little girls — like the multi-strap pattern shown with button trim on each strap.



# SUEDED LININGS

*by* **GREINER**



Our congratulations to **VITALITY\*** . . . for twenty-five years as a major shoe manufacturer . . . for introducing smart new anniversary models featuring "ANDALFOAM" Cushion Lining.

## A case of mutual admiration...

VITALITY uses "ANDALFOAM" lining for the high style and supreme comfort it adds to shoes. This foam-fabric lining has created a new puffed style for stitched vamps . . . puts a soft absorbent air cushion on top of the foot. Produced without adhesives, "ANDALFOAM" Cushion Lining actually "breathes". It serves as plumper alone or as plumper and liner combined.

WRITE TODAY FOR COMPLETE DETAILS.

\* Division of International Shoe Company

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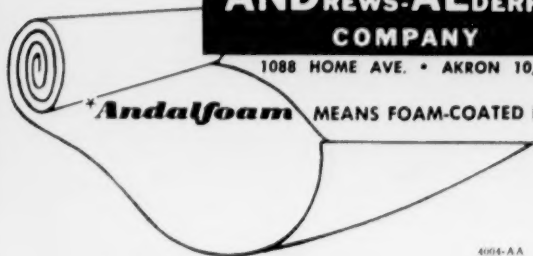


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# Apparel Colors—Their Influence On Spring-Summer Footwear

In Both Men's And Women's Apparel Lines Some Exciting  
New Developments To Affect Footwear Color Choices

**Apparel fabric lines** already introduced for next spring reveal a number of noteworthy trends that will definitely be picked up by apparel designers. For example, there is much emphasis on blue in fabrics for women's and girls' apparel. This blue trend is evidenced in a wide assortment of hues and shades, but most blues which fashion authorities favor fall into two categories—the whitened pastels (including cool grey blues and pale lavender-hued blues) and the bright blues (including shock tones of royal, turquoise and bright navy.) So footwear colors that match these shades or make a complementary contrast seem marked for popular fashion appeal.

Actually, women's apparel fabrics for spring reveal two general color trends which can be used as a guide in selecting shoe colors for new lines: (1) the subtle shades which are muted and soft—most are lightened and whitened pastels, and (2) the clear, bright colors—true, straight colors and shock tones.

**In the pastel range,** the colors most talked about include: the pale blues, soft pinks, light yellows and whitened orchid.

In the bright, or shock color range, the colors seen most frequently in apparel fabrics for spring include: bright turquoise, clear royal blue, flame red, and a warm coral-orange.

The neutral greys and beiges in apparel fabrics take on a whitened, lightened look. In the beige range, the yellowed tones are favored for volume, while the pink-hued beiges are slated for fashion significance in high-fashion apparel. Greys are medium-toned for volume and silvery-hued for high-fashion. Charcoal grey favored in casual and tailored-wear fabrics.

**Other specific color notes** in women's apparel fabrics which will influence footwear:

(1) the broad and widely diversified range of fabrics with white backgrounds—in cotton sportswear fabrics, dressy silk prints, tailored

and fancy linens, rayons, woolens, manmade fibre blends, etc.—which means good opportunity to feature and promote white go-with footwear in all styles.

(2) many black tracers—such as fine-line black prints on white or pastel backgrounds. Also many black background patterned fabrics—most have light, airy appearance. Which means light-looking black footwear, either very open patterns or closed patterns lightened with touches of white or cutouts.

(3) more greens in spring apparel fabrics than seen in recent years. Greens range from clear, cool, light mint through chartreuse into muted yellow green. Many fabrics combine several shades or tones of green with soft, muted overall appearance—which points up soft, muted greens (like avocado) as good prospects for continuing fashion significance.

(4) wide range of fabrics with gold threads interwoven in pattern designs. Also Egyptian stripe or print fabrics which emphasize gold tones. Footwear with gold trimming or in golden-hued colors would be good tie-in.

(5) pink through lavender into purple, cited by fashion authorities in fabric and apparel fields as particularly significant. Special promotions are planned by several houses. Emphasis will be placed on lavender shades as newly fashion-right. Reveals possibility of lavender coming up as promotional color in women's footwear.

**In men's apparel fabric lines** for spring-summer 1955, the big news is seen in the greatly expanded range of colors offered. Ever since the pink shirt became a big volume item in men's apparel, fabric houses and apparel designers have steadily expanded the color range offered in previous seasons with the result that a color revolution is currently going on in men's wear. This expansion of colors offered in men's apparel also has broadened the color vistas in men's footwear. For example, a few

advance patterns in men's shoes combine such colors as pink and black, red and black, in addition to many solid color casual patterns in such bright colors as gold, red, yellow, green, blue, etc.

Men's apparel fabric colors slated for prominence next spring-summer for accessories and casual wear (shirts, slacks, jackets, etc.) include a continuing emphasis on pink, newly intensified promotion of helio (a lightened purple), bright California orange, mint green (a clear, whitened green), and bright red. Also cited for fashion significance is a muted yellow-green (particularly in plaids, like popular India madras plaids).

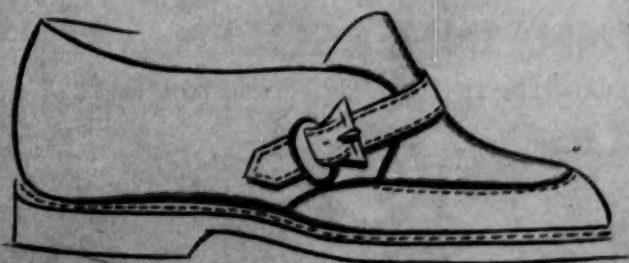
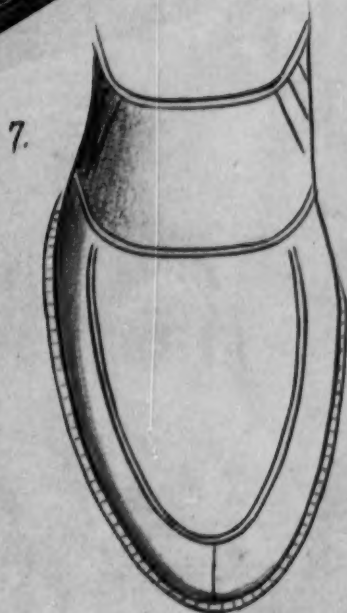
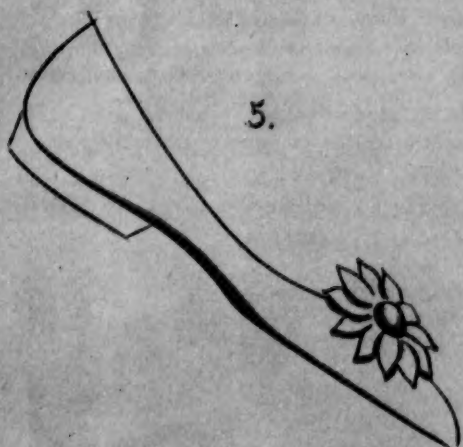
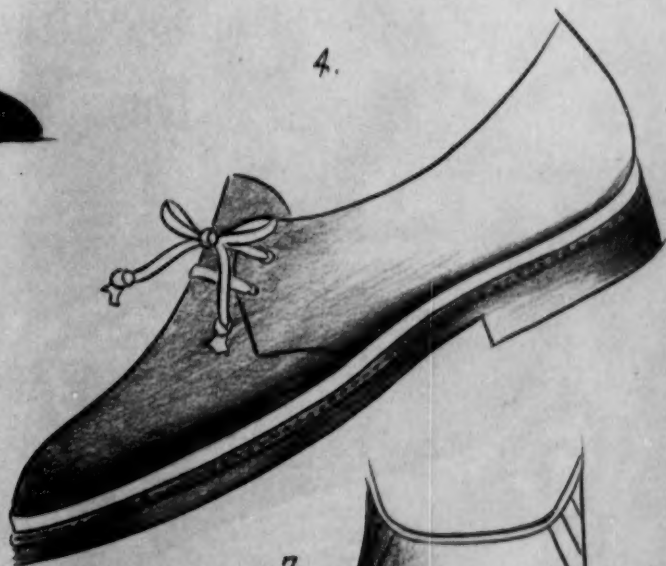
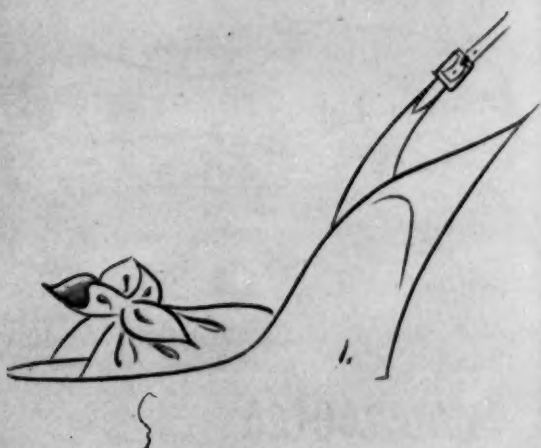
Charcoal grey, charcoal brown, charcoal blue in men's apparel fabrics will continue as popular hues for spring-summer, emphasizing bright color accents in accessories. Black also rated high in both casual and dress apparel fabrics. Many fabrics will have black flecks or slubs in the texture.

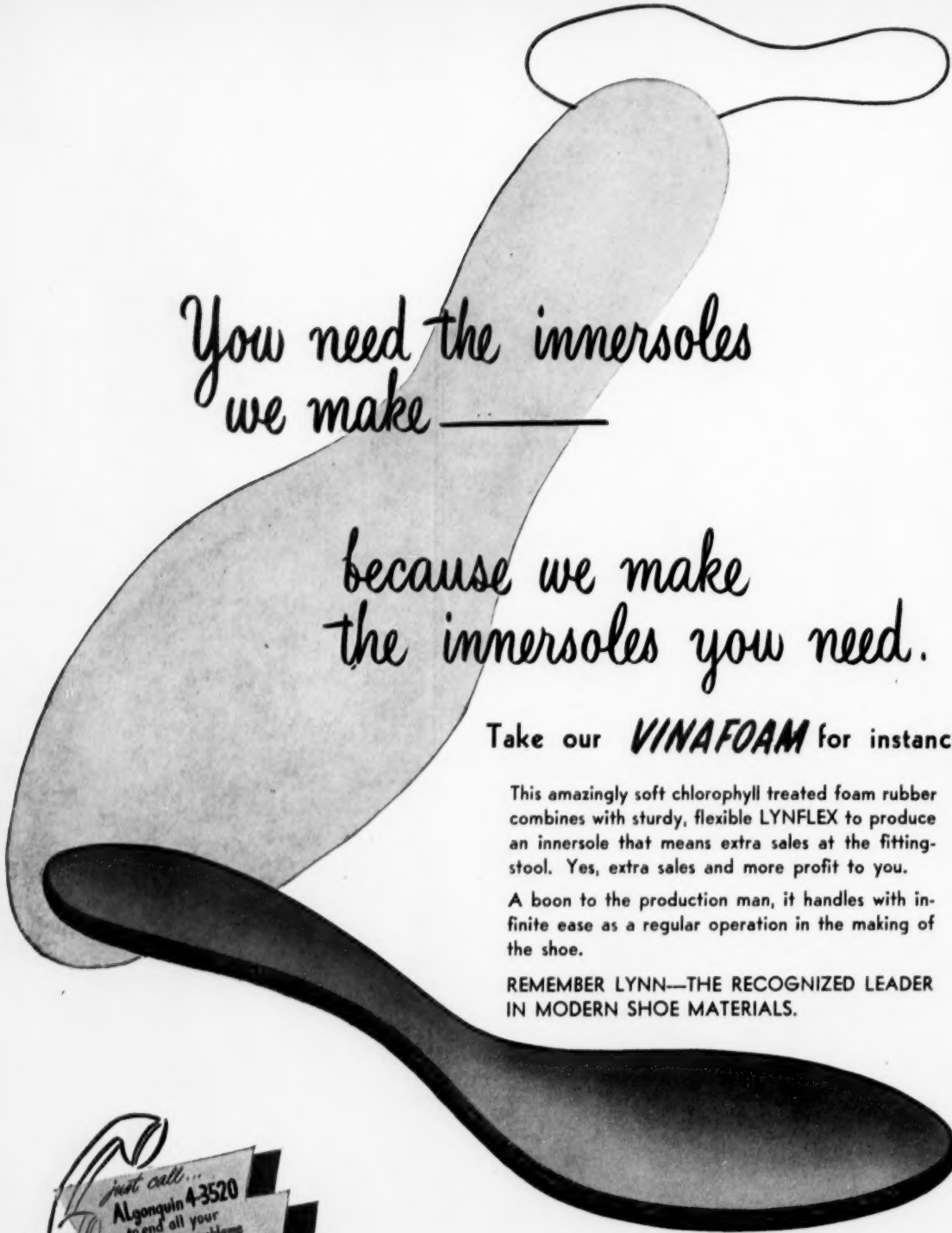
**What effect will these trends** have on men's footwear? More and brighter colors in men's casual shoes—both in overall patterns and in patterns combining such colors as charcoal grey and pink or black and red, etc., one bright tone with a more conventional color. Also, look for increased interest in brighter, lighter tones of tan-brown family in footwear—for more conservative customers who may feel that some new colors are too radical, yet want a slightly bolder or brighter version of more conventional colors.

In juvenile apparel color picture, trends follow color pattern similar to more adult color trends. Meaning: emphasis on more color in footwear.

1. Pastel yellow kid halter with draped vamp and knotted bow decor . . . with very slender high heel.
2. Bareback silhouette in brilliant turquoise calf with gold piping outlining fan-like vamp treatment.
3. Slender, long-line pump in black patent with bright white vamp accents . . . slim mid-heel.
4. Charcoal buck blucher with pink side wall and pink lacing . . . black sole and heel.
5. The pump silhouette for little girls in yellow kid with large yellow daisy on vamp.
6. Red glove leather casual for little boys with white stitching on plug and strap.
7. Black calf slip-on with helio piping outlining plug and instep portion.







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# Men's Spring-Summer Footwear Fashion Report

**PATTERNS:** Light and Low

**MATERIALS:** Live Textures and Surfaces

**COLORS:** Startling

Advance patterns for spring-summer 1955 indicate that styling of men's footwear will emphasize lightness in weight, the light-look in pattern appearance, and a much broader use of color . . . including colors heretofore completely foreign to the masculine fashion picture.

**The fashion significance of patterns** that are light-in-weight and light-in-design appearance is clearly illustrated by the wide range of low-topline patterns now appearing on design boards and in model rooms. To achieve a zephyrweight feel and look, most designers combine this low-slung topline with refined detailing and an overall trimness that gives an elongated, streamlined appearance to the shoes.

Woven shoes (interlaced, punched, perfed, or ventilated leathers, etc.)—sleepers with some producers this summer—will be played stronger in a number of men's lines for spring-summer 1955, further emphasizing the light-cool look. Feeling is that there is a bigger market than previously realized.

Even brogue types for the coming season will show a gradual lightening-up via soles, pulling in edges instead of wide sole extensions, less heavy weltings.

**Other pattern trends** cited for prominence by men's shoe designers: a revival of the saddle oxford with particular interest expected in black-white combinations with black cushion crepe or black rubber sole; new variations of tassel-tie slip-ons with "nautical knot" treatment or metal tip trim suggested as supplementing popular tassel decor; new "masculinized" sandals; new concealed gore slip-ons, some on low-topline patterns; increasing popularity of one and two-eyelet ties.

**From the material standpoint,** lightweight shrunken grains are expected to remain in high favor for the coming season. Most manufacturers report excellent sales currently and predict that shrunken grains in lighter colors will be in big demand come spring.

Soft, glove-type leathers in wide color range are expected to be among the leaders in next spring's casual

picture. Stylists are showing these in patterns with both cushion crepe and natural crepe soles and several are experimenting with a new lightweight leather sole for these patterns. Lightness and flexibility of the sole, they feel, is extremely important in these soft-upper shoes.

Suedes and brushed leathers also appear in advance models, but are not played as heavily as the shrunken grains and glove-type leathers. However, bucks and shag-types appear frequently and in view of the new colors injected into these leathers designers feel they will have good fashion rating, particularly among younger customers.

Mesh is expected to continue as a big seller for next spring-summer. Designers now looking for new variations, new design treatments. Tweed-mesh is favored by many in black/white, brown/white and blue/white combinations. Also some talk about charcoal/white and charcoal/black for subtle two-tone effect. Designers also looking for some "shock" color combinations in mesh. Several houses featured black/pink tweed-mesh this past summer and report consumer acceptance strong enough to warrant increased attention to more bright color accents.

Other lightweight fabrics also cited by men's shoe designers as having strong fashion significance: linen-like fabrics in solid, striped and checked patterns; shantung or slubbed weave fabrics for texture and color variation; striped, tweed, check and other pattern designs in duck or denim fabrics.

**The color picture for spring-summer** promises to be one of really startling innovations plus subtle changes in perennial favorites. For example, on the startling side designers are experimenting with such striking hues as pink, helio (a lightened purple), green (in whitened, blackened and yellowed versions), yellow (bright clear shades and golden tones), orange, and both pastel and bright versions of blue and red. These are featured in advance models both as allover patterns and as trim such as piping, plug, underlay or lining treatments.

In more conventional colors, interest centers on continuing popularity of black in both smooth and grained leathers. A few designers cite the fashion potential of black suede in footwear styled for the more mature customer.

Charcoal is also favored by most manufacturers. Colors to be featured in next lines include charcoal brown and charcoal blue in addition to charcoal grey. Several makers will promote an entire family of charcoal colors in shrunken grains, smooth finishes, and shag-buck types.

In the tan-brown family considerable interest is shown in the yellowed-tans, particularly for casual footwear. Many designers express the opinion that colors will go in two distinct directions for spring-summer 1955 . . . the light-bright family (which includes striking color innovations and lighter versions of more conventional colors) and the subtle-darks (including charcoals, blacks and blackened versions of past favorites).



Black calf slip-on with side goring. Perfs are underlaid with pink.



Yellow-tan glove leather two-eyelet blucher with novel mudguard-into-topline treatment.



Charcoal grey calf blucher with woven leather plug in charcoal and white leather.



Navy and white stripe denim casual with navy blue cushion crepe sole and heel.

## *Girls' Spring-Summer Footwear Fashion Report*

**SILHOUETTES:** Pumps and Straps

**CONSTRUCTIONS:** Soft, Flexible

**COLORS:** Pale and Bright

**Pumps for little girls** are becoming a highly controversial issue. Shoe designers, manufacturers and retailers, while pointing out fitting difficulties incurred with this silhouette, readily admit that indications are little girls want pumps. Those manufacturers who featured pumps for growing girls last season reveal in most instances that sales were greater than anticipated. A number of retailers reported requests for pumps in smaller sizes . . . enough, they felt, to indicate that pumps will have an important place in next spring-summer footwear lines. So, look for increased number of pump styles for little girls, in addition to a broader range in growing girls' sizes. These mainly in dress patterns.

Many designers are adding little functional-fashion touches to pump silhouettes to insure better fitting qualities . . . like gored bow riding across the instep slightly above the low-cut throatline.

Single strap shell patterns are still rated as number one silhouette. Multiple strap patterns are expected to gain slightly due to increased interest evidenced in open sandal patterns for warm weather months.

Cutouts and woven vamp treatments are particularly noteworthy on single strap shell patterns and also are featured by designers in more tailored, school-type patterns.

**School patterns** definitely are light in weight and design appearance. Soles are light, closely trimmed, and patterns have a feminine look.

Moccasin styles have little feminine touches like fringe or dainty strap and buckle treatments. Saddle oxfords have lighter soles and daintier saddle design. Other staple styles have perfs, stitching treatments, pinking, etc., treated in a light, feminine manner . . . distinctly influenced by style and fashion trends in more adult footwear.

**Decorative touches** will be a prominent fashion note. Designers now creating advance patterns reveal that the plain untrimmed shoe has slipped in sales and trimming or decorative treatments are mandatory in dressy styles, casual play shoes, and school shoes. So watch for some

exciting new ornamentation treatments in girls' footwear.

Among the ornamentation and trimming treatments favored in advance sketches are many little string bows . . . some perfed and underlaid in white, others stitched in contrasting colors, and still others with jeweled or metal tip decor. Wide flat bows also are cited as returning to fashion prominence, particularly grosgrain bows. Braid, ribbons, fringe, flower petal decor, jewel touches, and little buttons also appear repeatedly in advance models and are expected to be featured in even greater variety when complete spring-summer lines are presented.

**Patent leather remains top favorite** for party or dressy shoes. Black is number one color. Pastel colors, like pink, blue, yellow favored in soft kid, glove-type leathers, and side leathers.

Crushed grains also slated for prominence in girls' footwear. Increased emphasis on softness and soft, flexible constructions cited as basis for predictions of fashion prominence of soft grains and other soft leathers.

Fabrics with strong fashion rating for girls' footwear include a variety of linen and linen-like materials in solid colors and in patterned designs. Denim in plain and patterned weave is expected to be particularly popular in styles featuring solid color upper with patterned lining or vice versa. Velvets are cited as fashion-right for early spring and several designers planning to feature wide range of colors in velvet pumps and single-strap shell styles. Other novelty prints, plaids, checks, stripes, polka dots, etc., are being seen in advance models and also a number of advance styles feature vinylite inserts.

**The color picture** for girls' footwear spring-summer 1955 can be summed up briefly: pastels and brights. Designers showing more interest in pastel colors than in previous seasons. They express opinions that pastels will be popular not only in little dressy types but in staple shoe patterns and play shoes as well. Most talked about colors at the moment are pink, blue and yellow.

The brights include fire-engine red, a clear shock-toned blue, coral, turquoise and brighter, lighter shades of brown, tan and grey.

White also is considered a part of bright picture. Designers place special emphasis on white shoes trimmed with touches of color . . . as a white single-strap shell with woven multi-color vamp insert. White slated for prominence due to big volume of print fabrics with white backgrounds.



Top right: White single strap shell pump with multicolor woven leather vamp insert. Top left: Black patent pump with low-cut shell throat, grosgrain bow with concealed goring hidden under bow. Bottom right: Soft, flexible moccasin style in bright red glove leather. Goring concealed under fringe-like topline. Bottom left: Play sandal in pastel pink with open quarter and cutout vamp treatment outlined with white stitching.





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## Boys' Spring-Summer Footwear Fashion Report

**PATTERNS:** Casual and Dressy

**MATERIALS:** Textured Surfaces

**COLORS:** More Variety

Designers of boys' footwear are making a strong bid to bring youthful styles out of staple category by injecting more fashion and "fast" styling into patterns for spring-summer 1955.

Taking inspiration from popular trends in men's footwear, advance models indicate there is strong interest in streamlining some of the classics. The saddle oxford, for example, is interpreted with a variety of new treatments. Particularly interesting among advance designs is the two-eyelet pattern with newly shaped slim-saddle in black and white with black rubber sole.

**Moccasin loafer patterns** and moccasin toe treatments seem assured of continuing popularity. Designers are also creating modernized versions of these classics . . . like moccasin slip-on with gored strap across instep. Continuing emphasis on "casual" apparel in both men's and boys' wear is expected to account for an increasing demand for casual footwear, and designers feel moccasin types have strong casual appeal.

Patterns with one, two or three eyelets will appear repeatedly in new spring lines. Consensus among manufacturers: demand has been increasing steadily over past few seasons for these types in preference to four and five eyelets, and most plan big expansion in this style range.

Low topline patterns are a controversial issue with manufacturers of boys' footwear. Many feel lower topline are not suitable for the young growing foot—would not fit properly. Others state that fitting would be no problem if regular height is maintained at the back of the quarter and the topline merely elongated and lowered in forepart, similar to styling of moccasin loafers and slip-on styles. A number of these styles will be presented in spring lines both in casual and dress patterns.

**Popularity of shrunken grains** in boys' footwear is expected to increase, following a similar trend in men's footwear, although not to such a high degree. Smooth finish leathers still rated number one for boys. Most designers feature shrunken grains in

allover patterns, rather than in combination with mesh or other material.

Soft, glove-type leathers are expected to show big increase. This is partly due to the broad expansion planned in casual styles. Also, a trend is developing for lightweight, soft, flexible footwear and designers feel glove-type leathers are well-suited for these shoes. Many also feel that bright colors are more acceptable in these leathers and plan more emphasis on bright colors in casual footwear.

Emphasis on casual footwear also gives high rating to shag-buck types and rough brushed leathers for early spring. These are favored for play and school types in wider range of color . . . including bright tones in addition to popular camel and grey shades.

New stress placed on dress footwear is hoped will stimulate two-pair sales. Feeling is that by emphasizing broad distinction between strictly casual footwear and strictly dress footwear customers will purchase both pairs since one should not be worn with both casual and dress apparel.

In dress footwear mesh patterns are expected to gain ground. Solid

color mesh is cited for top volume, with tweed-mesh a strong second. Mesh in bright contrast colors like pink/black, gold/black, yellow/brown will be featured in limited quantities by several manufacturers.

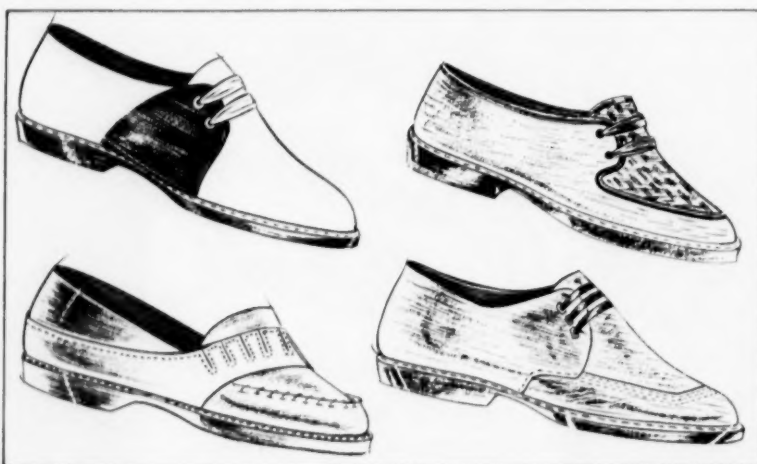
**Color trends in boys' footwear** are not expected to be quite as radical as the men's color picture . . . although most stylists are experimenting with some bright and unusual colors like pink, yellow, bright blue, bright red.

In casual footwear color is expected to play a big role, with light and bright shades favored over darker tones. In dress footwear, however, blacks, charcoals and more conventional colors have top rating.

In the tan-brown color range there is strong interest in light tans like smoke and yellow-tans—particularly for casual and school types. Brighter shades of brown are favored over dark browns for school shoes, but dark browns like charcoal brown are slated for prominence in dress footwear.

Another significant color note in boys' footwear: white is expected to stage a big revival for summer styles. White buck loafers, bluchers will be supplemented by white smooth and glove-type leathers in woven, ventilated and mesh combination patterns.

Medium tones of grey also getting enthusiastic endorsement by designers. Many feel that medium greys in brushed or shag-type leathers are particularly fashion-right for casual and school shoes for spring. Soft, grained and glove-type leathers in medium greys also in high favor.



Top right: Light tan shrunken grain leather blucher with darker tan piping, two-tone tan and brown mesh plug. Top left: Two-eyelet saddle oxford in black and white with black sole and heel. Bottom right: Black shrunken grain blucher with fine stitching around U wing tip. Bottom left: Smoke leather casual with gored instep, cushion crepe sole and heel.

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## New Apparel Materials—Their Influence On Spring-Summer Shoes

Shoe Styling To Feel Effects Of A Wide Variety Of New Textures And Designs In All Lines Of Apparel

**C**ERTAIN material trends in apparel call for specific textures or types of footwear. Shoes created to coordinate with apparel have the definite advantage of increased fashion appeal and therefore increased sales appeal.

Several trends evidenced in advance spring-summer 1955 apparel fabric lines will have a definite influence on spring-summer shoe styling. In women's lines, for example, the following apparel material trends point up certain type and material trends in footwear:

**The polished look . . .** satin stripes and satiny finishes appear frequently in apparel fabric lines for spring-summer. These are seen in fabrics for tailored wear as well as dressy costumes, giving a jewel-like quality and lustrous surface effect. This polished, lustrous look emphasizes the fashion potential of satin-finish and lustre leathers in footwear—shoes with highly polished or jewel-like surface appeal.

**Egyptian prints . . .** the recent Cheops discovery in Egypt has greatly influenced fabric designers and there will be a wide range of print fabrics inspired by ancient Egyptian fashions, customs, etc. This Egyptian fashion influence is also evidenced in millinery, jewelry and accessory fields. Means footwear with the flavor of Egypt has good fashion future—like thong or other sandal styles or shoes in golden or jewel-like colors. Open, bare types in metallic leathers, vivid colors, or with lavish jewel ornamentation and fabric footwear printed in Egyptian colors or motifs are strong candidates for fashion significance.

**New fibre blends and sheers** that emphasize lightness in weight and easy-to-care-for qualities are due for prominent promotion. Emphasis will be placed on light look plus light weight. To fit in with this prominent apparel fabric trend, footwear must be not only light in weight but also light in pattern design.

**Textured fabrics . . .** new companion apparel fabrics highlight many spring-summer lines—one fabric textured and one smooth finish in a single color. These will be featured in costumes combining the two fabrics—one surface texture complementing the other. This contrasting texture trend also is applicable to footwear. Effective interpretations could combine reptile leathers with patent, or suede with smooth calf, kid or side.

**In men's apparel fabric lines** for spring-summer, the big interest centers around new fibre blends in zephyrweight fabrics which stress coolness, wrinkle-free and easy-to-care-for qualities—fabrics that retain their initial neat appearance for longer periods of time. This emphasizes footwear in lightweight leathers, light-looking patterns, ventilated styles with mesh or woven leather plugs . . . and easy-to-care-for leathers.

**Surface textures** also slated for fashion endorsement in men's apparel. Much of the fashion talk in consumer publications and in apparel house promotions will be centered on the new depth and dimension of spring-summer fabrics. Such fabrics as linens, shantung, textured cotton knits will be promoted strongly. This points up fashion importance of textured leathers and materials like knitted straw fabrics or mesh in footwear, which for full effectiveness should be promoted as part of the textured theme in apparel.

**Supple, soft fabrics** also noteworthy in men's apparel picture . . . particularly in fabrics for casual wear. Cotton jersey in bright colors seen repeatedly for sport shirts, jackets, as well as other "easy" fabrics. This emphasizes similar trends in footwear styling—with flexible constructions, soft leathers and easy-on qualities.

Fabrics rated high for little girls' apparel next spring-summer follow

closely the fabric trends in women's apparel. Prints, for example, are seen in all types of fabric ranging from tailored types to very dressy materials. Party prints, most fashion authorities agree, are best complemented by black patent leather footwear. This season, however, there is also good reason for pastel party shoes to wear with prints since many prints are in soft pastel shades of yellow, pink or blue.

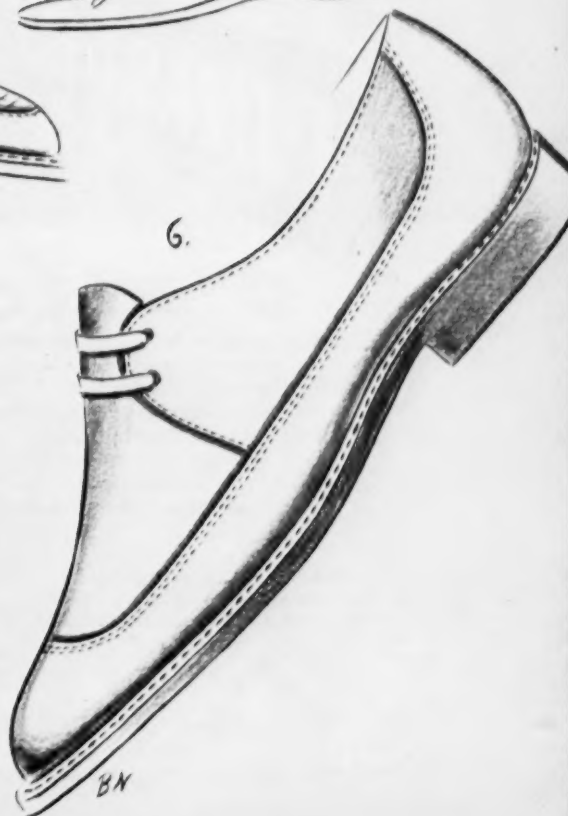
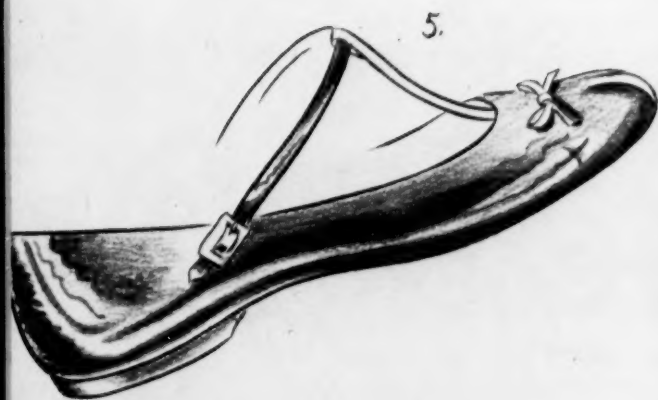
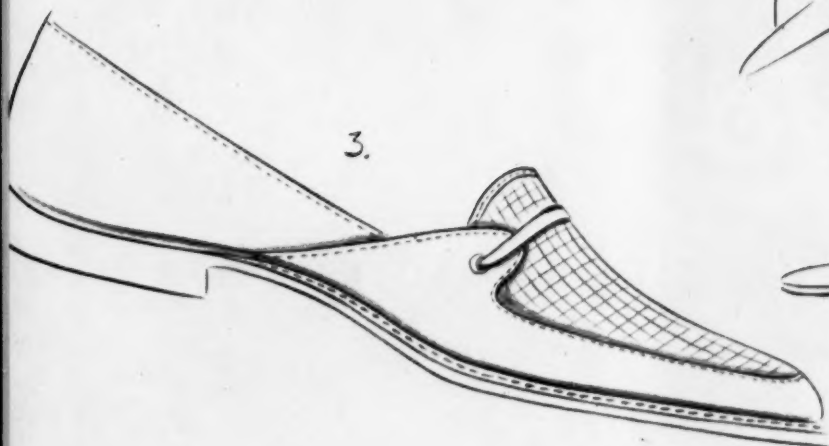
**Velvet in many little girls' dresses** will again be prominent as trim. Velvet sashes, bows, buttons are considered almost staple trim on party dresses. This offers opportunity for shoe manufacturers to stress little party shoes in velvet or in leather with velvet trim . . . to be promoted as a direct tie-in with the velvet touches in apparel.

New soft finish cotton plaids and plaids with a polished or lustre stripe running through the pattern are among other new fabrics for little girls' school or tailored apparel. Main colors are reds, blues, yellows, greens. Footwear in soft glove leathers or in highly polished leathers in these colors and designed along simple, tailored lines will have good sales rating for the coming season.

**Boys' spring-summer apparel fabrics** similarly follow trends in men's apparel fabrics. There is much interest shown in new fibre blends, new fabrics with easy-to-care-for qualities, lightweight fabrics, bright textured materials, cotton knits, supple fabrics and in addition a number of flecked cotton fabrics in black and white tweed or check patterns.

These emphasize the fashion significance of lightweight leathers, colorful leathers, woven or ventilated styles, easy-to-care-for leathers, textured and dimensional appeal, mesh, and a strong interest in black in both school and dress footwear to wear with black check and tweed patterns in apparel.

1. Blue lustre calf swing sling with cutout vamp and rhinestone trimming.
2. White spangled snakeskin with black patent leather stripping trim.
3. Zephyrweight slipper for men with low topline and mesh plug.
4. Egyptian thong sandal in metallic gold fabric and gold kid.
5. Patent leather party pump for little girls with white bow and T-strap.
6. Highly polished blucher for boys with fine stitching and trim lines.





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to save you more and serve you better



1.

... shoe

after shoe

after shoe

after

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LEATHER and SHOES



August 21, 1954



*Presenting . . .*



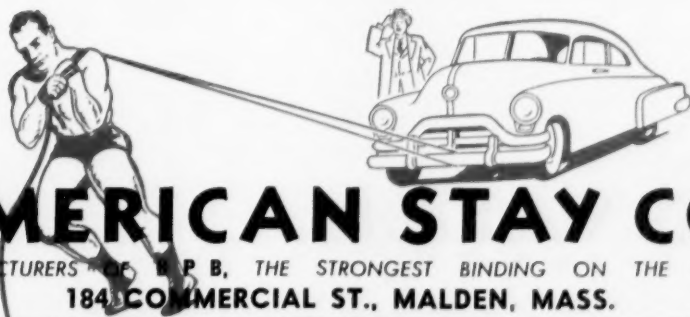
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AUG. 29-SEPT. 1



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## Influence Of Apparel Trends On Spring-Summer Footwear

Growing Popularity Of Casual Wear Plus New Emphasis  
On Dressy Clothing—Mean Dual Approach To Footwear

**T**WO significant trends in apparel have been developing the past few seasons and now having crystallized are expected to have a tremendous impact on all fashion by spring-summer 1955.

One: the growing popularity and increasing demand for casual apparel. And the other: the new emphasis on dressy clothing.

**Similar trends are evidenced in footwear.** These two categories—casual and dressy—are receiving more attention from consumers than ever before.

While these two significant trends will influence all footwear, there are other trends in evidence that will have specific influence on men's, women's and juvenile footwear individually.

**In women's fashions,** for example, the current excitement about styles of the 20's—the flat, uncurved, elongated slim silhouettes—actually started with the introduction of Chanel's dress line in Paris in February. The theme was dramatized and strengthened this July when Christian Dior went a step further and introduced the "H" line silhouette— even flatter, straighter, and slimmer than Chanel's original presentation. Styles had a distinct flavor of the old flapper era in the 20's . . . with waistlines lowered and all costumes with a "slim-through-the-middle" look. Reaction from American designers is mixed, but all agree that Dior's silhouette will have a strong influence.

Will this mean a revival of shoe styles popular in the 20's? Not exactly. It does, however, mean that styles reminiscent of this era will be due for fashion publicity. For example, there will be more interest in T-straps, and slim, elongated pumps. The slender look will be emphasized and jeweled buckles will be featured by high-style houses. All of these styles, however, will have a modern 1955 look . . . definitely new inter-

pretations of styles popular in the 20's.

**Other pattern or silhouette trends** in women's apparel which will have a direct bearing on shoe fashions include: the continued popularity of at-home fashions in apparel—with particular emphasis on iridescent jewel touches for glamorous TV wear or at-home entertaining. This means good fashion rating for little flats or bareback mules with iridescent jewel trim or shoes in jewel-tone leather colors.

Also, Indian themes will carry over into next spring-summer, according to leading stylists. This offers particularly good opportunity for more Indian moccasin shoe styles or shoes beaded in Indian motifs and shoes in brilliant Indian colors like turquoise and bright red.

**Italian-look fashions in men's** apparel are expected to get prominent publicity in men's consumer fashion publications for spring-summer. Designers predict this Italian look will have particular influence in men's sport and casual wear—with slim, neat pattern lines and little or no ornamentation. Interest will be centered on simple lines and colorful fabrics. Dramatic footwear styling with emphasis on simple, uncluttered pattern lines coordinates closely with this type of apparel.

Walking shorts, which gained good acceptance in men's stores this year, are cited for even greater acceptance next spring-summer. This offers opportunity to men's shoe manufacturers to develop an entirely new style of footwear designed specifically for wear with this type of apparel. Styles should be easy-on patterns, emphasizing neat, casual appearance.

**Growing interest in more colorful** formal apparel for men has increased sales of this apparel from \$5,000,000 in 1946 to around \$60,000,000 currently. This illustrates the opportunity that exists for men's

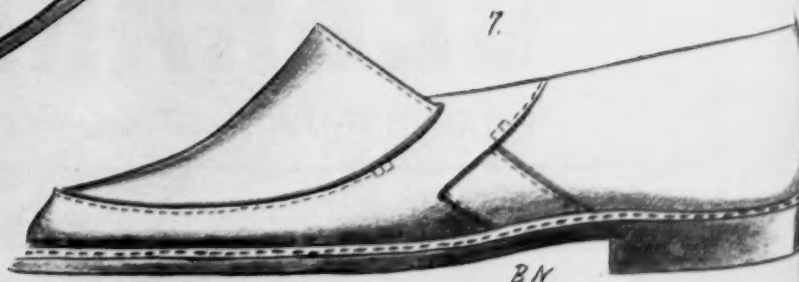
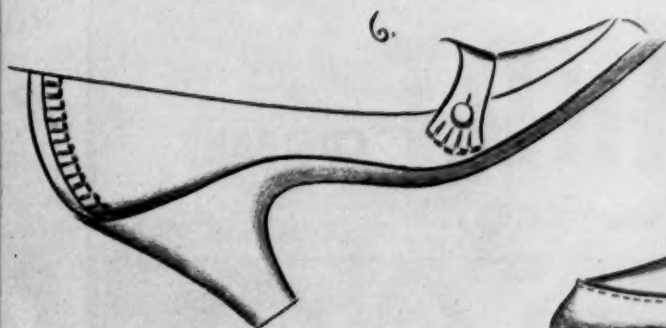
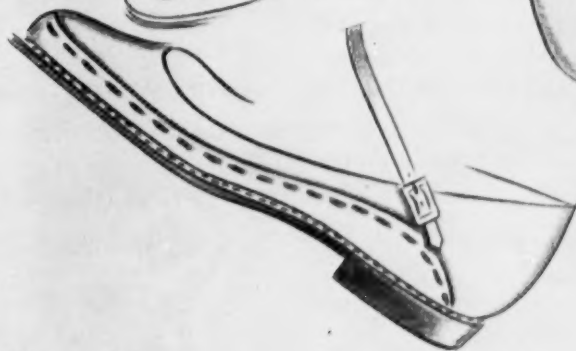
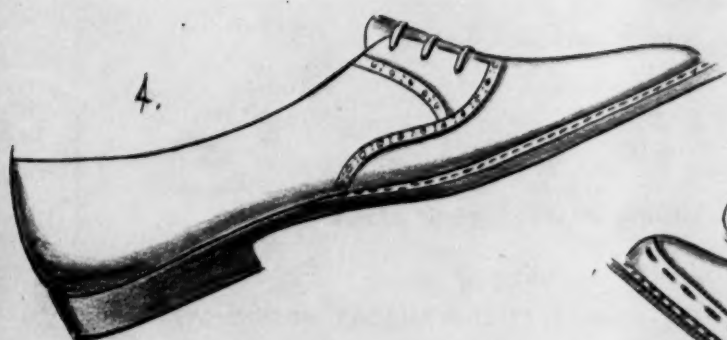
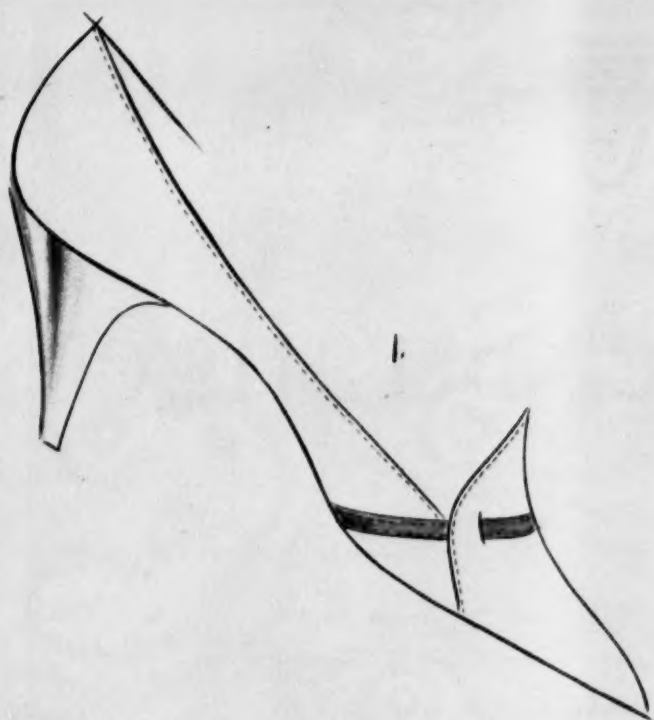
shoe manufacturers to create more colorful shoe styles for formal wear. White formal jackets with bright colorful trousers in red, blue, and some pastel yellows, greens are among colors which will be presented for men's spring-summer 1955 formal apparel. Suggests possibilities for formal footwear in white, bright, or pastel colors to match.

Lines of work clothing also due for expansion. Styles now include smart, tailored wear with neat casual look rather than strictly utilitarian appearance of past. Similar neat casual look will be in demand in work shoes come spring-summer.

**In little girls' apparel** the most outstanding trend cited by designers is the convertible theme. Dresses that can change their personality by addition of a jacket or subtraction of scarf . . . or jumper dresses that take on a new appearance with change of blouse or sweater. One basic costume with versatile counterparts. Shoes with same versatility are a natural tie-in. For example, shoes with removable kiltie tongues or reversible straps illustrate this same convertible idea.

**In boys' wear** the most significant trends are the general trends toward strictly casual apparel and strictly dress wear, which emphasize shoes that are specific coordinates. In addition, there is a growing trend in boys' apparel toward easy-on, easy-fitting clothing—slacks, shirts, jackets with simple fastening features or merely slip-into features. This points up similar easy-on, easy-fit qualities in footwear. Gored types and slip-ons could be promoted as part of this trend.

1. The slender "slim-through-the-middle" look in pastel pink kid pump with deeper pink heel and stripping across vamp.
2. Modern interpretation of T-strap (inspired by styles of the 20's) in pastel periwinkle blue calf.
3. The trim, uncluttered look in a tailored bright navy blue flat with white collar and vamp trim.
4. Low topline dress shoe for men reflecting light-pattern appearance, fine detailing and polished leather look.
5. Convertible theme in little girls' footwear. Removable kiltie flap changes personality of shoe.
6. The neat casual look in a tailored pump pattern with light-looking scooped wedge heel and dainty fringe touches on vamp collar and quarter.
7. Easy-on, simple-line casual for men . . . in soft, textured glove-type leather. Goring concealed at sides.





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# American

EXTRACT COMPANY  
PORT ALLEGANY, PENNSYLVANIA

Established 1867



## Women's Spring-Summer Footwear Fashion Report

**SILHOUETTES:** Very Open, Airy

**HEELS:** Slim and Shapely

**MATERIALS:** Soft and Supple

The bareback silhouette trend, which has been gaining ground steadily the past few months, is expected to reach new peaks with the advent of spring-summer 1955 lines.

Partial credit for the increase in popularity of bareback styles is due to patented Spring-O-Lator insole, a construction feature that gives shoe greater clingability. Over 50 women's shoe manufacturers will use this device in spring-summer lines.

The majority of these designs will be bareback silhouettes, although a number of manufacturers will feature this insole in closed pump types and other more conservative styles. However, the real fashion impact will be felt in bareback styling. Look for shoes that are the ultimate in "nudity" . . . the "barefoot look" will be highlighted repeatedly.

Most of these styles will be in the very dressy, after-five category, but there will be samples shown in casual and at-home styles as well. In most patterns the vamp or heel will be dramatized by either a bold color accent or unique design treatment.

Generally, silhouettes will be very open and light in appearance. Halters, swing-slings, and variations on the pump silhouette like closed-toe open-back or open-toe closed-back will continue to gain at the expense of the closed pump. Closed pumps, however, will still maintain a strong position but their popularity rating is expected to continue the downward slide taken last spring-summer.

Another silhouette favored highly is the sandalized T-strap. Numerous variations are evidenced on design boards and in advance pullovers. In dressy, after-five patterns designers stress dainty, narrow straps that have a look of fragility. In casual and tailored patterns, these sandalized T-straps have a firmer, more substantial look with straps slightly wider although still very dainty and delicate.

Advance thinking on "heel appeal" reveals that mid-heels again will command a tremendous amount of interest and attention. New patterns make even greater advances in combining the eye-appeal of high-

heel fashion with the feel-appeal of mid-heel comfort. Look for numerous variations of heel structure and pattern design in this growing mid-heel fashion category.

Flat heels also slated for increased fashion prominence. Styles will include simple little tailored patterns, decorative jeweled designs, and many new sophisticated flats designed to appeal to both young and more mature customers.

Toe-lines are cited as particularly fashion significant. Open toes will range from minute toe slits to wide and deep openings, sometimes leaving only a half-inch of upper material at the vamp center.

Shoe materials expected to gain prominent fashion ratings are headed by the aniline leathers. Anilines, because of their mellow depth and subtle color variations, are considered particularly fashion-right with apparel fashion forecasts for next spring.

Lustre leathers, including calf, kid, reptiles and side leathers, are favored both in allover patterns and as trimming touches. Designers feel this pearly finish coordinates beautifully with polished finishes of many apparel fabrics slated for fashion prominence next season.

Suedes, in addition to their popularity for dressy footwear, are expected to gain new popularity in casual and at-home styles. New non-crock finishes plus the growing importance of "suppleness" in both apparel and footwear place new fashion emphasis on suede leathers.

Soft, glove-type leathers and soft grains get nod of approval from designers for casuals and flatties. Several designers feel soft grains also will be in demand in simple, unadorned mid-heel patterns.

Fabrics have been sampled in a wide variety of textures, finishes, design patterns. Mesh in plain, lacy, embroidered, decorated and stretchable patterns appears frequently in advance models. Linens and shantung also expected to continue as big volume. Glitter fabrics, novelties, vinylite, denims, brocades, etc., seem to appear in unlimited varieties.



Sophisticated bareback shoe for after-five wear in black suede with sparkling rhinestone buckle.



Pastel pink strapping sandal in dainty T-strap pattern, for dressy wear.



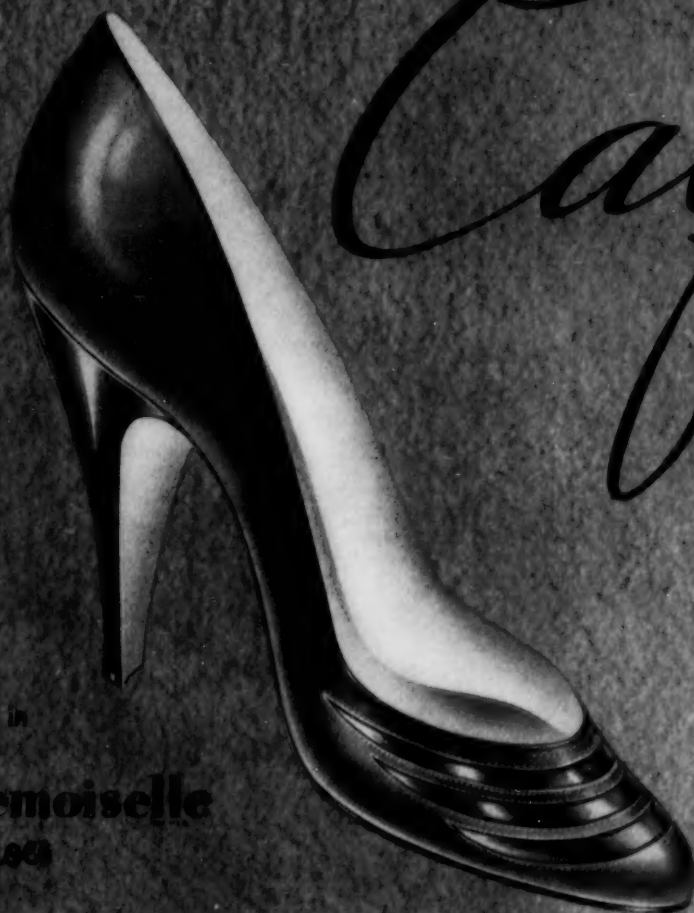
Shiny black patent pump with woven leather vamp insert and slender mid heel.



White bare-type sandal with turquoise blue ceramic vamp ornament.

**SILVER GREY #531**

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Leather*



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Shoes

THE OHIO LEATHER COMPANY • GIRARD, OHIO

## TANNING WITH SAFETY

### Tannery Accidents Hold Stage At Chicago Meet

A panel discussion on why employees resist safety will highlight the meat packing, tanning and leather products sessions at the 42nd National Safety Congress and Exposition in Chicago, Oct. 18-22.

Dr. K. F. Kapov, medical director, Armour & Co., Chicago, will preside at the panel scheduled for the

opening meeting, Monday afternoon, Oct. 18. Participants will be Dr. Herbert K. Abrams, medical director, Union Health Services, Chicago; Dr. Alfred P. Solomon, associate clinical professor of psychiatry, University of Illinois College of Medicine and senior attending neuropsychiatrist at Chicago's St. Luke's Hospital; James Mason, personnel consultant and psychologist, medical department, Caterpillar Tractor Co., Peoria, Ill., and Marian Rolen, industrial department, National Safety Council.

Another feature of the Monday

afternoon session will be the presentation of awards to the winning plants in the National Safety Council's Meat Packing, Tanning and Leather Products Section contest. Col. W. L. Tubbs, assistant for ground safety, United States Air Force, will make the presentation.

At the Tuesday afternoon session, Frank Crab, manager, Starke & Wetzel, Frankfort, Ind., will tell how a packing house can work more than two million injury-free hours. A panel led by R. A. Harschnek, safety director, Swift & Co., Chicago, will consider the mistakes that make accidents. Other panel speakers will be E. D. Peeler, safety director, General Shoe Co., Nashville, Tenn.; A. M. Pearson, engineer, Swift & Co., and Joseph Pochop, safety director, John Morrell & Co., Sioux Falls, S. D.

The Tuesday session will also include a preliminary report on the survey on fire, health and accidents in leather finishing operations by A. J. Dittmer, office manager, Gutmann & Co., Chicago, and general chairman of the Section.

Sessions of general interest to all those attending the Congress will be presented by the American Society of Safety Engineers. Some of the topics to be covered in these morning meetings will be the safe handling of materials, industrial noise, accident costs, nuclear developments, civil defense, industrial solvents, better seeing and effective communications for improved safety.

The 1954 exposition with its 238 display booths will be the largest and most comprehensive display of accident prevention equipment to be seen anywhere. All exhibit space in the Conrad Hilton will be filled with products, equipment and services relating to the promotion of safety, health, first aid, sanitation and general welfare.

### Water Damages Tannery

Water from some 100 sprinklers set off accidentally by sparks from a motor caused extensive damage Aug. 13 at the plant of Hartland Tanning Co., Hartland, Me., subsidiary of Colonial Tanning Co.

Daniel Connelly, general manager of the firm, said water damage to materials and equipment was estimated "in the thousands." About 200 tannery employees were laid off until the plant could be repaired and materials replaced. Sprinklers on all three floors of the plant were set off.



Exclusive Agents:

## QUEBRACHO



## EXTRACTS

## WATTLE



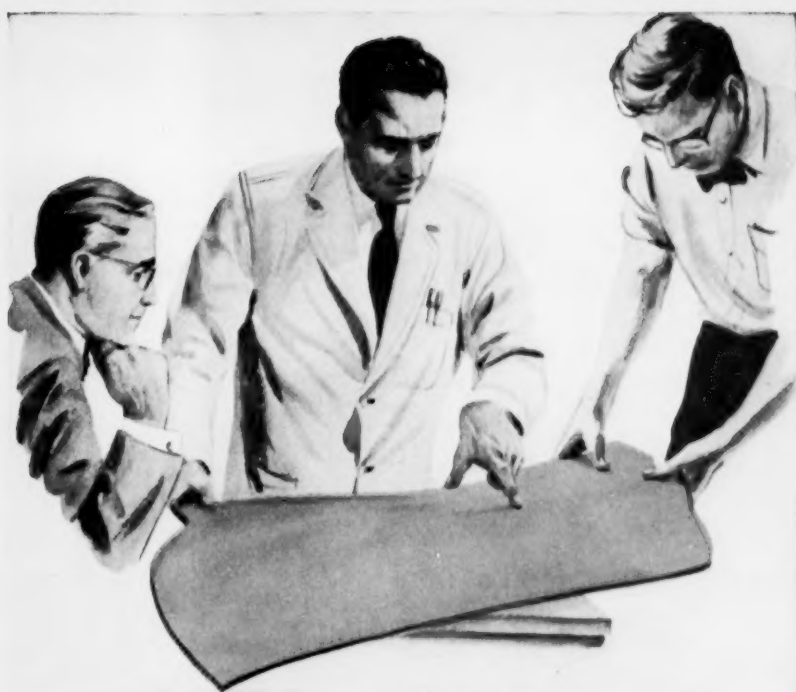
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Our extracts, made from the best grades of bark, are pure extracts untreated by any kind of chemical.

WATTLE EXTRACT is suitable for use in the manufacture of all types of leather, ranging from sheepskins for shoe linings to high-grade sole leather.

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A



Shoes in lovely Kid mould the foot with supple clinging lines that flow in unconfined beauty. Custom-quality King Kid is not only the industry's yardstick of excellence, it is fashion's own favorite.

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PHILADELPHIA, PA. • ESTABLISHED 1832

BLACK SATIN • BLACK LUSTRE  
BLACK GLACÉ • LINING KID  
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## Brown Contract OK'd

The new contract recently negotiated between Local No. 75, Pulp, Sulphite and Papermill Workers, AFL, and the management of Brown Shoe Co., manufacturers of shoe inner-soles, in Berlin, N. H., has been ratified by the entire union membership after a brief deadlock over a minor point in the vacation provisions of the pact.

Temporary stumbling block to ratification had been a clause which gave the company the right to schedule vacations during a shutdown period if it saw fit, including the period from the last full week in June to the first week in Sept.

The new contract, signed by the union and management on Aug. 10, provides for a general wage increase of four cents an hour; an increase in the 4-12 shift differential from four to five cents an hour; a boost in the 8-12 shift differential from seven to eight cents an hour, and other contract changes agreed upon by management and union.

The wage increases are retroactive to last June 15. They hike the male employe base rate to \$1.45 per hour and give female workers a new base rate of \$1.39 an hour.

•

## ALL IN THE HANDLING

### West Coast Packers Aim At Better Hides

West Coast packers, tired of being regarded as something less than best, have launched a campaign to promote better handling of hides throughout the Far Western States. Purpose is to build up the reputation of West Coast hides, put them on a par price-wise as well as quality-wise with the best.

The campaign grew out of recent meetings between Western States officials and the newly-organized California Tanners Association.

In a bulletin to members, E. F. Forbes, president and general manager of the Western States Meat Packers Association, San Francisco, urged an all-out drive to improve hide takeoff, handling and processing in the area.

"We have done a good job on the takeoff and that good work should be kept up, together with making every effort to improve the handling after-

ward so our hides may be considered on a par with the best available in the country," Forbes declared.

Forbes suggested that packers process hides quickly after takeoff, that they take off less fat, that the curing period be lengthened from the average of 21 days, and that salt from sea water be used in place of mine salt.

A curing period of 30 days, he said, will produce a hide with a better weight yield than one cured 21 days, and a hide that is able to give the tanner better results.

He said, "the sooner the hides are cleaned, salted and put into the pack, the less chance there is for bacteria to develop.

"While mine salt is slightly cheaper than a good salt processed from sea water, it is actually costly to the packer because it contains many minerals, including iron, which are harmful to the leather; the particles of this salt have sharp edges which cut the grain, and it is much slower in the curing action. The tanners urge the use of clean, crystalline salt."

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FOR ANILING... AND PIGMENTED EFFECTS

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For beautifying leathers of all types HABU-COAT Finishes by HADLEY'S comprise the newest formulations in any color range... for application by swab or spray. Modern laboratory facilities assure controlled quality that meets the high standard demanded by the leather industry. All finishes are customized to your specifications. Send us your swatches.

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Quick delivery from eight warehouse points. Nine convenient sales offices. Expert advice from your DIAMOND representative who is well trained in leather chemistry and backed by DIAMOND Technical experts.

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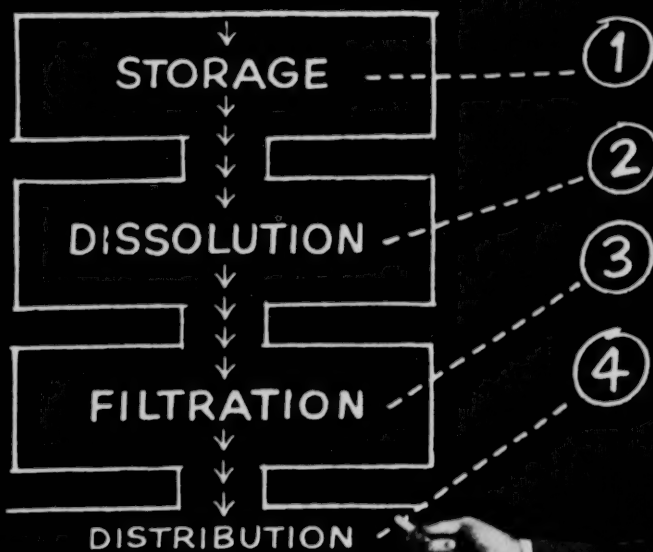
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FOR THE LEATHER INDUSTRY**

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THE HEART of the Lixate Process—developed by the International Salt Company—is the Lixator. Basically speaking, you put Sterling Rock Salt in the top of the Lixator—and you pipe brine out the bottom to any point you want it.

The Lixator can be located near the point at which salt is unloaded—rather than at the point of use—because inexpensive pipe will take the brine to where you want it. This eliminates costly handling from the point of entry to the point of use.

The Lixator makes the brine *automatically*—gravity does all the work. Thus no attention is necessary—you

are assured of 100% quality control of your products.

Your brine is always ready. Turn a valve and you have brine at a vat, a cooling unit, a water softener—where you want it, when you want it.

This is crystal-clear brine—more pure because it lacks the impurities and foreign matter so often picked up when manhandling salt.

It all adds up to the Lixate Process being the most efficient, most economical way for you to make brine.

Write today and have our representative call and show you how the Lixate Process can be applied in your plant. No cost, no obligation. Write:

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- 2** the Dissolution Zone where water dissolves the rock salt to 100% saturated brine.
- 3** Gravity then filters the brine through a bed of *undissolved* rock salt and
- 4** it flows, or is pumped, through the pipes directly to where you need it!

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*process*

**FOR MAKING BRINE**

\*Reg. U. S. Pat. Off.

## Vienna Conference Set

Leading leather chemists and technologists from more than 25 different nations will deliver upwards of 57 important papers at the forthcoming International Congress on Leather Chemistry and Technology to be held Sept. 5-12 at the Palais Auersperg, Vienna, Austria.

The meeting marks the first time that such a broad conference, featuring participants from so many different nations, has been held in Middle Europe.

The agenda at present includes festival addresses by Prof. H. Hammer, director of the Federal College and Research Institute of Vienna, and Prof. Louis Meunier, honorary director of the French School of Tanning at Lyons. Some 14 addresses on fundamental investigations will be delivered, along with 15 papers on raw materials and vegetable tanning, 13 on vegetable, mineral and other tanning processes, 12 on miscellaneous modes of tanning and finishing, and five on drying machines.

## TOPS IN DESIGN

### Levines To Get Nieman-Marcus Award

Each year for the past 17, Nieman-Marcus of Dallas, Texas, has made three awards to designers for distinguished service in fashion. Winners are usually tops in the women's apparel field over the world and instrumental in influencing fashions of the year.

This year the shoe industry comes in for recognition with the announcement that one of the three awards will go to Herbert and Beth Levine, well-known New York shoe designers.

The Levines will be cited for their introduction of "architectural and sculptural" designs in shoes. They are the first to have utilized the revolutionary "Spring-O-Lator" construction in women's fashion shoes.

Winners of the two other awards will be Marchese Emilio Pucci of Florence and Capri and James Galanos of California, designers of women's clothes.

Awards will be presented during the Nieman-Marcus Fashion Exposition to be held at the store Sept. 6-7. Theme of the 17th annual exposition will be "Mosaic of Fashion" based upon the exhibition of mosaics gathered from all over the world. The Levines and other award winners will also be guests of honor at an exposition ball to be held in the Terrace Room of the Baker Hotel.

## COMPARATIVE LEATHER PRODUCTION FIGURES

(Corrected for Dec. 1953)

		CATTLEHIDE LEATHERS			(In 1,000 hides)			All Others*
		Total Cattle Hides	Sole	Upper	Belting, Mechanical	Harness Saddlery	Bag, Case, Strap	
1939	.....	22095	7833	12124	531	477	387	233
1940	.....	21070	7032	11582	675	524	382	272
1941	.....	28121	9080	15600	1064	650	581	448
1942	.....	30828	10432	15598	1213	637	936	1625
1943	.....	25656	8290	13073	1292	632	800	1338
1944	.....	26152	8420	13002	1439	613	629	1818
1945	.....	27566	8525	14567	1324	556	572	1750
1946	.....	26905	8510	14057	1158	510	827	1465
1947	.....	28824	8924	15529	1134	440	813	1455
1948	.....	26070	8016	14213	1004	270	760	1213
1949	.....	23332	6384	13753	759	227	674	1074
1950	.....	24391	6127	15377	789	218	813	1312
1951	.....	22703	5414	14054	984	284	673	728
1952	.....	22663	5150	14508	618	232	692	826
1953	.....	24013	5209	14905	725	250	826	1185
1954—								
Jan.	.. 1953	436	1250	42	16	59	59	91
Feb.	.. 2015	463	1270	53	16	55	65	93
Mar.	.. 2117	491	1323	63	19	62	58	101
April	.. 2039	470	1280	50	19	59	58	103
May	.. 2016	476	1255	48	18	50	62	107
June	.. 2027	505	1247	43	17	58	45	112

\*Data from 1942 forward not directly comparable with previous data.

## CALF, KIP, GOAT, KID, SHEEP AND LAMB LEATHERS (In 1,000 hides)

				Sheep Leathers			All Others
		Calf, Kip	Goat, Kid	Total Sheep, Lamb	Glove, Garment	Shoe	
1939	.....	14027	40419	38914	18420	11604	6327
1940	.....	11387	37697	37920	17725	9966	6907
1941	.....	13098	45373	51915	22542	14166	9428
1942	.....	12264	41127	53629	19459	14983	9591
1943	.....	11112	37351	59315	20415	15474	12216
1944	.....	10930	34653	53976	20370	15040	11876
1945	.....	11636	24026	52450	17294	17153	11495
1946	.....	10836	24123	47999	15781	13349	8918
1947	.....	12471	37188	36535	11265	12498	7363
1948	.....	10480	37970	33492	10419	11392	6688
1949	.....	10173	34774	28644	8411	9958	5737
1950	.....	10661	37159	31501	9750	10708	6091
1951	.....	7953	31111	24504	7108	8548	5774
1952	.....	9971	30472	27936	10142	9144	5092
1953	.....	9958	32244	27988	11671	8441	4871
1954—							
Jan.	....	801	2262	1648	655	594	297
Feb.	....	791	2330	1854	734	656	328
Mar.	....	762	2732	2219	916	749	394
April	....	712	2149	2001	919	557	363
May	....	706	2124	2172	992	687	315
June	....	748	2477	2141	944	655	347

## Gentlemen's Agreement

A management proposal for settlement of contract negotiations has been rejected by Locals 163 and 87, United Shoe Workers of America, CIO, composed of approximately 375 employees of the Somersworth Shoe Co. and the Somersworth Wood Heel Co. in Somersworth, N. H.

The workers' negotiating committee was instructed to resume negotiations, which had been underway since last year's contract expired June 30. Since that time shoeworkers had remained on the jobs under a "gentlemen's agreement."

Following rejection of the management offer, union officials expressed some concern as to how long the workers would continue to go along with the "gentlemen's agreement."



#### **SULFONATED OILS**

Cod—Sperm—Neatsfoot

#### **STUFFING GREASES**

#### **QUEBRACHO EXTRACT**

Solid—Liquid—Spray Dried

#### **CHEMICAL SPECIALTIES**

Penetan—Actrasol SS and LS—Resista III

#### **LIGNOSULFONATES**

#### **WAXES**

Carnauba—Candelilla—Monta—Ceresin

**for the fastest service on the best products**



More times than not, a morning phone call to TRASK puts your shipment on the road *that day*, when you need rush supplies of standard (and sometimes not so standard) extracts, oils and waxes like those listed above. Stainless steel tank trucks bring many of these orders right to your door—TRASK was the first to introduce this more convenient, time-and-money-saving shipping method as standard practice.

Next time you need action on an order, reach for a telegraph blank or the phone and ASK TRASK!

# **ARTHUR C. TRASK CO.**

4103 So. LaSalle Street, Chicago 9

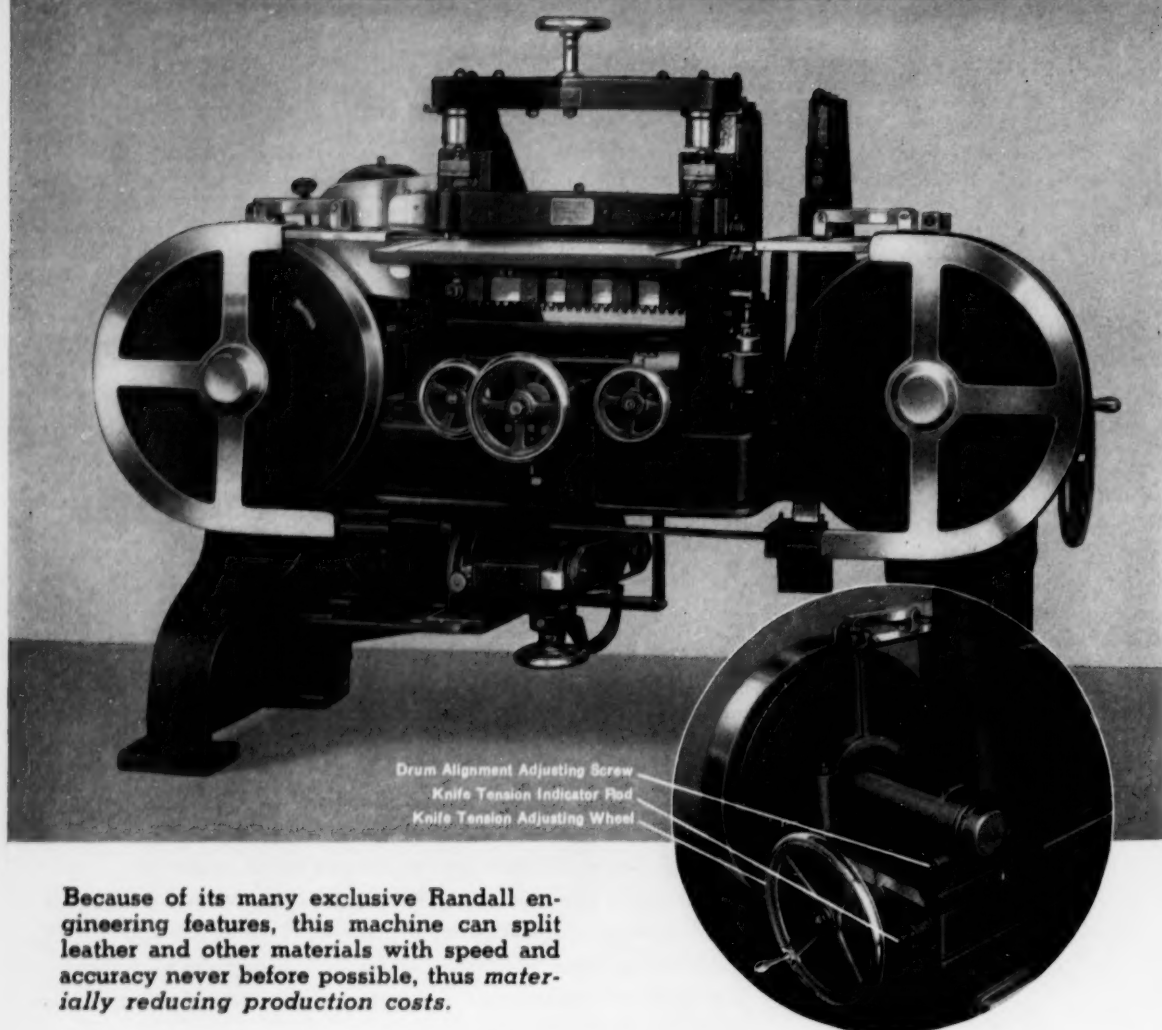
CABLE: Actrask

TELETYPE: CG 1478

TELEPHONE: BOulevard 8-2030



# THE RANDALL PRECISION BAND KNIFE SPLITTER



Because of its many exclusive Randall engineering features, this machine can split leather and other materials with speed and accuracy never before possible, thus *materially* reducing production costs.

**Independent Feed Roll Control** which makes it possible to stop the feed rolls instantly and reverse them if necessary.

**Individual Motor Drives** for each unit. This eliminates complicated gearing, thus reducing vibration to a minimum and making the machine practically noiseless in operation.

**A Tension Device** to keep the knife taut.

**A Knife Tension Indicator** to provide visual means of determining correct knife tension.

**Micrometer Adjustment** for determining exact thickness of the split.

**A 2-speed Gear Box** for operating Feed Rolls.

**A Universally Adjustable Head** to insure accurate alignment of the Feed Rolls with the Knife.

**A built-in Diamond Dressing Tool** for the grinding wheels.

**Sectional Feed Rolls** to insure uniform split.

**THE *Randall* COMPANY**  
**LEATHER WORKING MACHINERY DIVISION**

Manufacturers of Leatherworking Machinery since 1858  
**5000 Spring Grove Ave., Cincinnati, Ohio**

## SECOND STEP

### Independent Shoemen Name Retail Committee

Initial appointments to the Retail Membership Committee of Independent Shoemen were announced this week by John T. Hart of Wolverine Shoe and Tanning Corp. Hart is interim chairman of the Finance and Membership Committee for the new organization.

According to Hart, this marks the second step toward building the active association that will hold its formal organization meeting in Chicago on October 24.

Retailers who have accepted appointment to the committee today include W. W. Eckleman, Seymour, Indiana; John Wiley, Glens Falls, New York; John S. Ludwig, Cincinnati, Ohio; Miss Edna Kroman, Homewood, Alabama; H. G. Koehler, Indianapolis, Indiana; Charles Daum, Cambridge, Massachusetts, and Matthew Condon, Charleston, South Carolina. Hart said that additional retailer committee members are to be named within the next two weeks.

Membership in Independent Shoe-



THERE WERE THREE IRISHMEN, all with the same names, all in the same business for the past several decades. Left to right, Fred G. Moynahan (Leather And Shoes magazine), Fred J. Moynihan (former editor of Shoe & Leather Reporter and now in advertising), and Fred M. Moynahan (American Shoemaking magazine). To end the confusion a petition effort has been suggested to change their names to Kelly, Cohen and Biagiocolupo.

men, which has as its announced purpose to aid and improve the standing of the independent in the shoe industry, is open to retailers, travellers,

manufacturers, tanners and allied trade.

An open meeting of all members is called for Sept. 2 in N. Y.

### If You Want to Sell...

- Shoe Machinery
  - Tanning Machinery
  - Products & Supplies
- for these Industries

in the Ever - Growing

Please address:  
"CALZADO Y TENERIA"  
Apartado 7103  
Mexico, D. F. - MEXICO.

The only technical magazine for the Shoe and Leather trade in Mexico.

N. Y. Office: OVERSEAS PUBLISHER'S REPRESENTATIVES  
66 Beaver St., New York, N. Y.

*Consult*

### ORTHMANN LABORATORIES INC.

about any—and all—of your tanning problems.

• Get our advice—our help—relative to those perplexing difficulties regarding Finish—and Repair—in shoe factories.

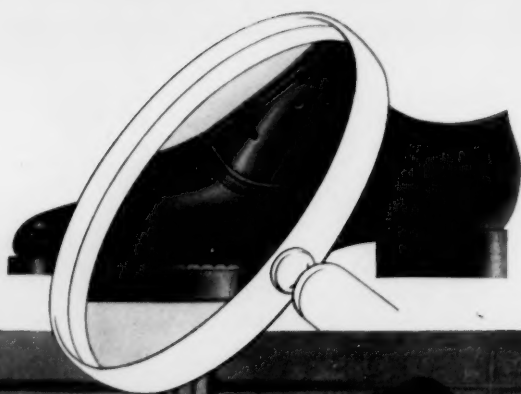
• Fellowships in problems of research—for various industries allied with tanning.

• Have us develop any new processes you have under contemplation.

August C. Orthmann  
Director & President  
Milwaukee, Wis.

922 NORTH 4th STREET  
Telephone: DAly 8-6426—8-6427

# You Get Edges that Magnify Shoe Quality



with the  
**USMC**  
**Twin Edge**  
**Setting**  
**Machine**  
MODEL F

Bright, lustrous, *uniform* edges can add eye-value to your line of shoes.

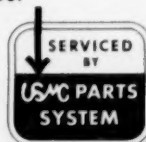
At the edge setting operation, this machine can help you —

- increase production
- improve shoe quality

The iron makes 5,600 burnishing strokes a minute — 2,200 more than previous models. The shorter stroke greatly reduces vibration... sets better edges more rapidly, with minimum operator effort and fatigue. For quiet op-

eration, the machine is equipped with a balancing system. Either side can be shut off when not in use, thus reducing wear, maintenance, power consumption. For information on how this machine fits your picture, call the nearest United Branch Office.

**United Shoe Machinery Corporation**  
BOSTON, MASSACHUSETTS





*On display at*  
**BOOTH 73**

OFFICIAL OPENING  
of  
AMERICAN LEATHERS

*Spring and Summer 1955*  
WALDORF-ASTORIA

*Representatives:*

Herbert E. Bohren  
St. Louis

Charles H. Loughrey  
Milwaukee

Surpass Leather Company  
Boston

John G. Mahler  
Dallas

DeForest Bush  
Cincinnati

Robert A. Farley  
Philadelphia

Hermann Loewenstein  
New York

Herbert A. Cohen  
San Francisco

**SURPASS LEATHER COMPANY**  
PHILADELPHIA

August 21, 1954

LEATHER and SHOES





We put our heads together to give you a fashion-right line of

# Evans Quality Leathers

Booth 28—Waldorf-Astoria

Soft, supple, smooth Kids, Grained Leathers and Suedes  
Rich, deep blacks, snowy whites, luscious colors  
Gold, Silver or metallic finishes in many hues  
Upper stock and linings including Evalamb in all colors

*You always can rely on Evans Leathers for season to season  
excellence, uniformity in grade and color, and the fine quality that  
you want associated with the shoes that carry your valued name.*

*The House of Fashion Leathers*

**John R. Evans & Company, Camden, New Jersey**

Established 1857





CELASTIC

*Box Toes . . . Preserve the Beauty of the Toe Contour*

Shoe manufacturers rely on "Celastic" to reproduce  
the fine toe character of the last and to provide  
wrinkle-free toe comfort for the life of the shoe.



UNITED SHOE MACHINERY CORPORATION, BOSTON, MASSACHUSETTS



NEW PLEATEX GORING and also knitted straw will be highlighted by Thomas Taylor & Sons, Inc. at the Allied Products Show. Pullover at top left shows knitted straw in "rigid" form in a flattie pump with leather tie trim.

Top right pullover features band of pleatex goring across instep. Lower left: pleatex goring in crossband treatment over instep. Lower right: knitted straw in stretchable form (knitted with elastic) in man's sandal pattern.

## Buys Hide Firm

Purchase of the business of Ben Feld and Son, Milwaukee hide and skin broker and dealer, has been announced by Wisconsin Hide Corp., a newly-formed corporation.

Emil Feld, partner in the business and son of Ben Feld, died June 22 after many years in the business.

Robert Kahn, president, and Hy Katz, vice president of Wisconsin Hide, said the new firm will operate on the same premises and retain the same personnel as did Feld.

Kahn has been in Feld's hide purchasing and sorting department for the past 14 years. He will continue as manager of that department.

Katz was previously engaged in the manufacture of leather gloves. He will be in charge of sales.

The Most Colorful Line of

# Suede Splits

In black and a complete range of fashionable shades

## IN MEN'S AND WOMEN'S WEIGHTS



Also

# Suede Linings

All Colors

# GORDON-GRUENSTEIN, INC.

82 FULTON STREET, NEW YORK 38, N. Y.

They all  
have  
one thing  
in  
common...



those  
uncommonly fine  
wedge heels  
by WILNER

You can tell a business organization—as you can tell a man—by the Company it keeps.

Wilner is proud of these names—the names of some of its customers. For there is one *other* thing they have in common. They are all leaders. Leaders in the shoe industry. Leaders, each in their own special fields . . . famous, all of them . . . for style, for quality, and for value.

They have come to Wilner for their wedge heels, because Wilner is the leader in its field, too.

Wilner makes more wedge heels than any three other makers combined. We fell our own lumber, dry it in our own kilns, plan, design, manufacture to the closest tolerances ever used on wedge heels. We ship in our own trailers, supply the most complete service available, on the finest quality heels made anywhere.

Make sure your shoes have all the advantages of Wilner heels. It costs no more.

*World's Largest Manufacturer of Wedge Heels*



NORWAY, MAINE • NORWAY 480 ST. LOUIS OFFICE • 410 NORTH FOURTH STREET CHESTNUT 1-0927

## Military Procurement Offices — Part II

The following District Offices are the proper points of contact for firms (within their respective geographical areas) seeking contracts. They have available for distribution copies of all Invitations for Bids issued by the purchasing offices and maintain current bidders' lists of firms within their districts. They also distribute Requests for Proposal and negotiate certain contracts at the request of the purchasing offices:

Birmingham Ordnance District, 2120 N. Seventh Ave., Birmingham, Ala.  
 Boston Ordnance District, Boston Army Supply Base, Boston 10, Mass.  
 Chicago Ordnance District, 209 West Jackson Boulevard, Chicago 6, Ill.  
 Cincinnati Ordnance District, Big Four Building, Cincinnati 2, Ohio  
 Cleveland Ordnance District, 1367 East 6th St., Cleveland 15, Ohio  
 Detroit Ordnance District, 574 East Woodbridge St., Detroit 31, Mich.  
 Los Angeles Ordnance District, 35 North Raymond Ave., Pasadena 1, Calif.  
 New York Ordnance District, 180 Varick St., New York 14, N. Y.  
 Philadelphia Ordnance District, 1500 Chestnut St., Philadelphia 20, Pa.  
 Pittsburgh Ordnance District, 200 Fourth Ave., Pittsburgh 22, Pa.  
 Rochester Ordnance District, Sibley Tower Building, Rochester 4, N. Y.  
 St. Louis Ordnance District, 11th and Olive Sts., St. Louis 20, Mo.  
 San Francisco Ordnance District, Jurgens-Corder Building,  
 1509-1515 Clay St., Oakland, Calif.  
 Springfield Ordnance District, Springfield Armory, Springfield 1, Mass.

For information concerning research and development and industrial mobilization planning, contact your District Office.

### Quartermaster Corps

Office of the Quartermaster General, Department of the Army,  
 Washington 25, D. C.  
 Chief, Army Orthopedic Footwear Clinic, Boston Army Base,  
 Boston 10, Mass.  
 Commanding General, Philadelphia Quartermaster Depot,  
 2800 South 20th St., Philadelphia 45, Pa.  
 Commanding General, Chicago Quartermaster Depot, 1819 West  
 Pershing Road, Chicago 9, Ill., Att. Quartermaster Purchasing Division  
 Commanding Officer, Headquarters, Quartermaster Market Center,  
 226 West Jackson Boulevard, Chicago 6, Ill.  
 Commanding Officer, Oakland Quartermaster Procurement Agency,  
 124 Grand Avenue, Oakland, Calif.  
 Commanding General, Jeffersonville Quartermaster Depot,  
 Jeffersonville, Ind.  
 Commanding Officer, New York Quartermaster Petroleum Field  
 Office, Caven Point, Jersey City, N. J.

### Signal Corps

Commanding General, Signal Corps Supply Agency, 225 South  
 18th St., Philadelphia 3, Pa.

### Transportation Corps

Commanding Officer, General Procurement Office, Transportation  
 Corps Supply Field Service Agency, Marietta, Pa.  
 Commanding Officer, Transportation Corps Purchasing Officer,  
 Columbus General Depot, Columbus 15, Ohio

## Correction

In its issue of July 17, **LEATHER AND SHOES** mentioned that the AFL successfully took over tannery worker representation in the Gloversville, N. Y., area from the Communist-dominated International Fur and Leather Workers Union.

While IFLWU was ousted from

Gloversville after a bitter battle between the union and the Fulton County Tanners Association, it was the CIO which moved in as bargaining agent, not the AFL. More specifically, it was Local 1712, United Tannery and Leather Workers Union, which in 1950 successfully negotiated a contract with Fulton County tanners.

## NEW MERGER

### Mailman Takes Over Canadian Shoe Chain

Mailman Corp., Ltd., of Montreal, Canada, has confirmed a report from Peterborough, Ont., that it has acquired R. Neill, Ltd., which operates a chain of 16 shoe stores in Ontario, through the acquisition of all of the 1,000 outstanding shares of the company. Price was not disclosed.

The stores will continue to be operated as Neill's Shoe Stores by Mailman Corp., which includes among its holdings the British Rubber Company, Montreal Shoe Stores Ltd., and Huron Slipper Company.

Stewart Hunter, president of Montreal Shoe Stores, will become president of R. Neill, Ltd., and he will make his headquarters in Peterborough.

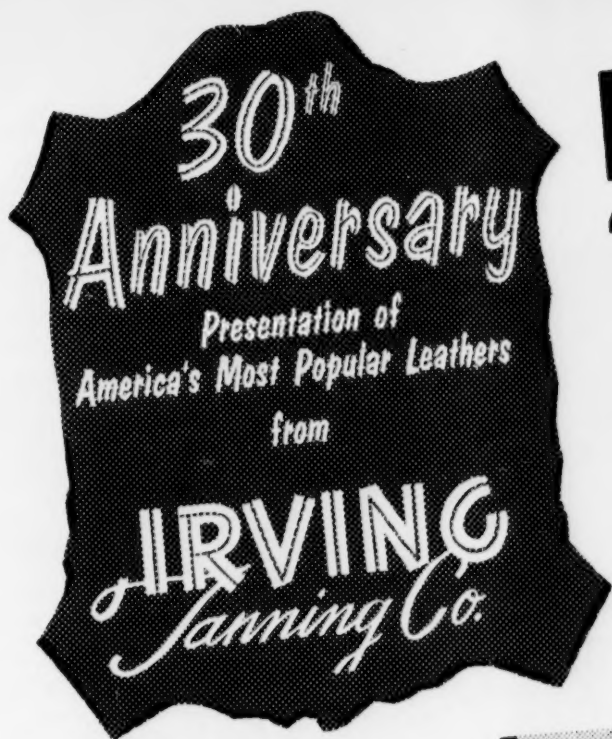
Clare G. Collins, president and general manager of Neill's, who made the first announcement of the sale, is expected to form his own company to take over what was formerly the Neill Safety Shoe Division.

R. Neill was formed 90 years ago and has been operated as a family concern since. No public offering of stock was ever made.



**APPOINTED** general sales manager of C. S. Pierce Co., Brockton, Mass., manufacturer of shoe display forms, shoe trees and shoe finishes, is Donald P. Marshall. A native of Milton, Mass., Marshall was formerly assistant sales manager of Beggs & Cobb, Boston tanner, and more recently represented the Pierce Co. throughout the Middle West. He will also serve as advertising manager for Pierce.





# NEW! Our Inspired "COLORAMA"

1955 SPRING and SUMMER  
CATALOG of ORIGINAL COLORS  
IN OUR LEATHER SWATCHES

Designed for  
ECONOMICAL PRODUCTION  
and CREATIVE STYLING

"Colorama" is yours on request  
write—wire—or phone now!

**Specify IR**  
**SPRING and SUMMER**

Our 4 Original  
Shades  
in  
**IRVANA  
ELK**



IRVANA

5110—*Sun Red*  
A more brilliant Rensselaer Red

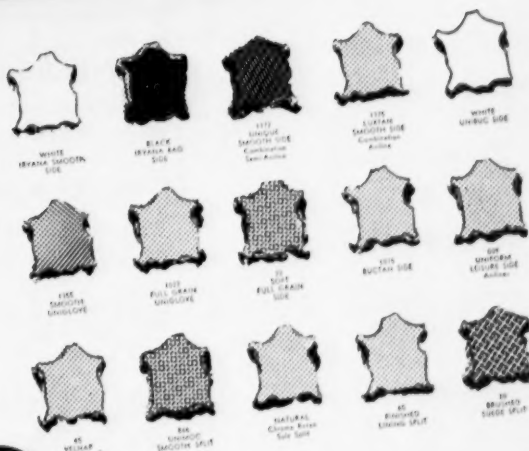
5131—*Equator*  
The warmth of Golden Amber

5128—*Flesh*  
A pastel to capture your imagination

5129—*Opal*  
A rich shade of Milky White

For Quality and Production Economy

**IRVING Tanning Co.**  
**COLORAMA of 1955**



THESE LEATHERS ARE ALSO AVAILABLE IN A FULL RANGE OF COLORS  
• Sample Swatches Sent On Request

TANNERIES at PEABODY, MASS., and HARTLAND, MAINE

SEE "COLORAMA"  
**BOOTH 81**  
WALDORF-ASTORIA  
AUG. 31-SEPT. 1

**IRVING TANNING COMPANY**

134-140 BEACH STREET • BOSTON, MASS.



## Measuring The Market

Ben E. Edscorn, Director of Marketing Research for International Shoe Company, will speak on "Measuring the Shoe Market" at the Merchandising Clinic of the National Shoe Manufacturers Association convention August 30, Savoy Plaza Hotel, New York City.



Edscorn will discuss the importance of getting all the facts via research before making top management decisions.

His address will cover the measurement of markets, potentials, long range sales plans, and other factors

dealing with marketing problems as they affect the shoe industry.

The speaker, who has spent 35 years in the shoe industry dealing in retail sales problems, will tell how a firm can set up its own research department. He will offer suggestions on how to select the right man for the job, and how that man can quickly get started. In addition, he will describe how International set up its own division.

## Chestnut Extract Story

The resurgence of chestnut extract as a major tannin, its production and applications are the topic of a new brochure recently published by Progil, Ltd. of Paris, France, world's foremost producer of chestnut extracts.

Prepared by Progil for its former customers outside Europe, who in recent years have been forced to look elsewhere for their supplies of tanning materials, the brochure tells in detail of the recovery of this industry. Progil, Ltd., whose sole U. S. agent is Tanimex Corp. of New York, now reports that the French Chestnut industry has not only all the raw material it requires for the imme-

diate future but runs very little risk of shortage due to disease or excessive felling.

For one thing, the French government maintains an active policy of control over felling and replanting. Progil reports. More significant, recent experiments have produced types of chestnut which are resistant to disease. The U. S. chestnut extract industry was virtually wiped out by such diseases.

The attractive 40-page brochure, replete with arresting illustrations, describes in detail how chestnut extract is manufactured and how it may be used in the tanning process to produce high grade sole and belting leathers along with harness, luggage and other leathers.

Today, the chestnut industry is well on its way to complete recovery. Progil reports. In 1952, France and Italy, the two principal chestnut extract producing countries, manufactured 65,000 tons of pre tannin or, at the present concentration of 60-67 percent, more than 100,000 tons of extract. Of this total, nearly 50,000 tons were exported throughout the world.

Copies of the brochure may be had by writing directly to Progil or to Tanimex Corp. in New York City.

**THE  
RICHARD  
YOUNG  
LINE  
BOOTH 64**

## KANGAROO

The aristocrat of upper leathers.  
Black, White and Numerous Colors.

## RYCOTAN GLOVE SIDES:

Genuine Full Grain, Aniline drum-developed colors for casual shoes and accessories.

## RYCOTAN GARMENT SIDES

Full grain, mellow garment leather.

## DELATAN SIDES:

Top grain, Water repellent finish.  
All colors on natural base.

## LAMBSKINS

CAPES, RychroSUEDE and RYCHROME LININGS  
All the latest colors for shoes, slippers and accessories.



## RICHARD YOUNG COMPANY

6th & Monroe Street

Wilmington 1, Delaware

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CINCINNATI  
Joseph R. Kueven

CHICAGO  
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DALLAS  
Emmett R. Jameson

CANADA  
Robert W. Hart, Jr.



**Goodallite®** VINYL COATED SATEEN suitable for all types of flatties and California shoes, Sateen-supported for strength and long wear.

**Goodallite®** VINYL COATED SHEETING for flatties, sandals, striping and other types of footwear.

**Goodallite®** SADDLE-PRINT VINYL SOCK LININGS Antique finish sock linings for California types in shades of natural, gray and beige.

**Goodallite®** PERFORATED and EMBOSSED VINYL FABRICS in sixteen new 1955 Spring colors for men's, women's and children's shoes.

*A full array of the new 1955 Spring colors!*

EXCLUSIVELY DISTRIBUTED BY



**Bay State Fabrics** INC.

CONVERTERS OF QUALITY FABRICS

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69 Gold Street  
New York, N. Y.

H. A. Cohen Co.  
116 New Montgomery St.  
San Francisco, Calif.

See us at the  
**LEATHER AND  
ALLIED PRODUCTS  
SHOW**

Room 1124  
Belmont Plaza  
New York

August 29 thru  
September 1



## *Leather Highlighted in New Apparel Fashions*

**T**he four costumes shown here illustrate the growing fashion significance of leather in apparel. Bonnie Cashin, who designed these fall costumes, and other leading apparel designers are featuring leather more each season. This fall will see the widest assortment of leather fashions ever offered.

The leather coat (top center) is detailed like a fine custom sport shirt. The greatcoat (at left) is designed in suede with double saddle stitching trim. The shirt jacket (at right) in suede has mandarin collar, slash pockets and tab sleeves. The leather and jersey suit (bottom) has bloused jacket lined with jersey to match skirt.

Not only designers of women's apparel, but stylists of men's and juvenile apparel also are placing more emphasis on soft, supple leather as top fashion news. For example, vests and weskits in fine suede will be highlighted by men's apparel houses this fall. Suede and smooth leather jackets will also make fashion news.

For children there will be a big promotion of leather jackets and leather trims on coats and jackets.

Leather accessories like collars, hats, and jewelry will get strong fashion endorsement for fall along with handbags, belts and other leather clothing items.

*it's going to be a colorful spring!*



# GYCOLAN COLORS

*for pastel-to-medium shades  
on garment and shoe leathers*

The Gycolans provide a range of colors for lighter spring shades on chrome-tanned grain, suede and split leathers!

They produce clean, level dyeings with improved uniformity from pack to pack. Especially recommended for bag, garment and shoe suedes because of their suitability for blocking or top-buffing.

Let Geigy match, on your stock, the shades you expect your customers to request for spring. Send in your shades and stock now!

Gycolan Bordeaux BL  
Gycolan Bordeaux RL  
Gycolan Red BRL  
Gycolan Red GRL  
Gycolan Pink BAL  
Gycolan Orange GL  
Gycolan Orange RL

Gycolan Yellow BEL  
Gycolan Yellow GRL  
Gycolan Dark Green BL  
Gycolan Green BFL  
Gycolan Blue GGL  
Gycolan Blue 2RL  
Gycolan Black WAL Extra

**GEIGY DYESTUFFS**

DIVISION OF GEIGY CHEMICAL CORPORATION

89-91 BARCLAY STREET, NEW YORK 8, NEW YORK

BRANCH OFFICES: BOSTON · CHARLOTTE, N. C. · CHICAGO · LOS ANGELES · PHILADELPHIA · PORTLAND, ORE. · PROVIDENCE · TORONTO



*dyestuff makers since 1859*

IN GREAT BRITAIN: The Geigy Co., Ltd., Manchester

# look to the great tanneries to give you



SOONAC • KITCHENER • ELKO • TAMARAC • NORTHWEST MOUNTED • MACKINAC • PAC • TANAC



**2500**  
of the **\$00**  
more dependable

**leathers -**

**NORTHWESTERN**

**LEATHERS**

And at the LEATHER SHOW examine these famous-name leathers at close range. From the skilled hands of master tanners at Saulte Ste. Marie, NORTHWESTERN

Leathers continue to play a leading role in the products of America's leading shoemakers. Fashion-right in a wide range of colors they offer you a choice of 12 well-known names and grades to fulfill all your specifications. ORDER NORTHWESTERN LEATHERS and be SURE of dependability.

At the  
**Spring Showing of American Leathers  
of the Tanners Council**

**WALDORF ASTORIA HOTEL**  
August 30, 31 and September 1  
BOOTH 14



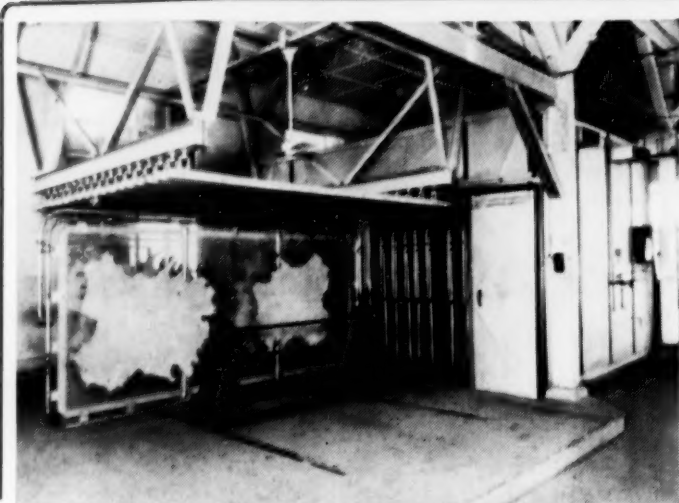
**northwestern  
leather  
company**

BOSTON 11  
MASSACHUSETTS

• SNOBOOT • SOOTAN • SMOOTH PAC • DEERSKIN



There are 18 frames or pasting plates in this installation by SPECO, using a minimum of space and providing complete control of temperature and humidity. Sliding doors give free access to frames. There is complete housing for all items.



## HERE'S SPECO'S ANSWER... ON TOGGING (or PASTING) FOR THE SMALL TANNER OR FOR LIMITED PRODUCTION...

### TALK IT OVER WITH SPECO . . .

- If you want to bring costs down and hold them down, let SPECO engineers analyze your operations, show you time and cost comparisons, and recommend the exact SPECO layout for your tannery, regardless of its size. Remember, SPECO is the pioneer in pasting efficiency.

Wherever space or production requirements for pasted or toggled leather are limited, you can still have all the advantages of the standard SPECO pasted leather system on a smaller scale.

The same interchangeable plates or frames, the same fine quality of pasted or toggled leather, the same increased yield . . . Toggling at its best!

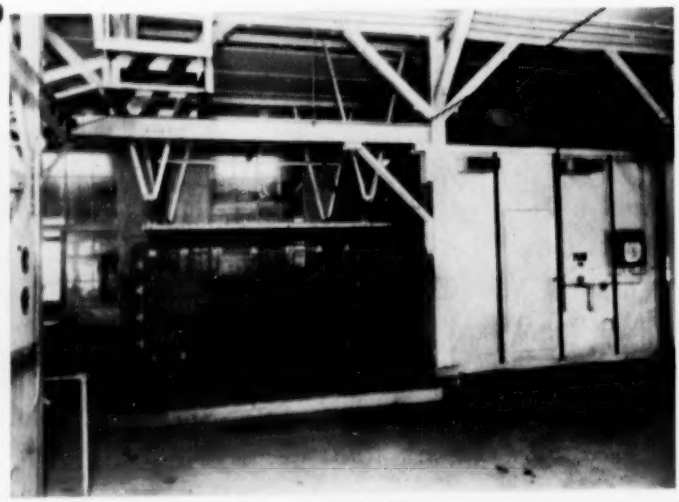
The smaller SPECO units handle all types of leather from splits to quality calfskins. No stains. No edge curling. Air circulation with positive control. The ultimate in engineering, installation and operation.

# Special Equipment

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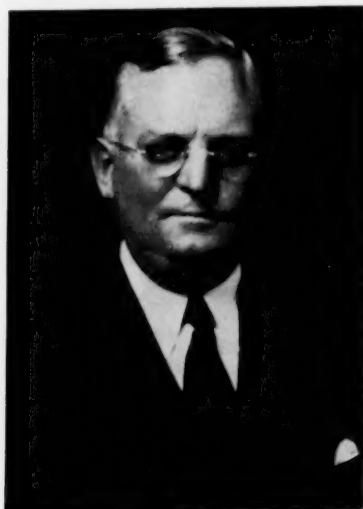


## STORY OF PROGRESS

### White & Hodges Marks Fortieth Anniversary

The progress of the tanning industry can often be graphically traced through the progress of organizations serving the industry for a long period of time. Typical is the case of White & Hodges, Inc. of Everett, Mass., which marks its 40th anniversary on Sept. 1.

First established in 1914 as the Frank W. Kimball Co., the firm at that time produced only six products then universally used by tanners. Today, White & Hodges, Inc., manufactures more than 100 different specialties and handles some 75 oils and chemicals.



Theodore Hodges

Young Theodore Hodges, just out of Tufts College, joined the firm shortly after its inception, soon became a familiar figure to tanners located in the Eastern U. S. and Canada. Upon Frank Kimball's death in 1920, young Hodges and Alpheus E. White formed a partnership under the name of White & Hodges.

**First step** by the new partners was to enlarge their plant, add new machinery and establish a research laboratory in which they could test regular products, develop new ones. It wasn't long before their reputation began to spread. Patent leather tanners particularly found the firm's patent leather oils outstanding for their uses.

Next step was to build up their staff. They hired young William G. Sawyer, Jr., to augment the sales force, soon found they had made a wise choice. Over the past four decades, Bill Sawyer has built up a large following among tanners, many of whom consult him often for the solution of various tannery problems.

As tanning technology became even more complicated during the early 1930's, White & Hodges enlarged its laboratory, added two chemical engineers to its staff. They were Lowell Textile graduate Charles J. Frederickson, now general superintendent and chemist for the firm, and Paul B. Hosmer, a graduate of Tufts Chemical Engineering School, now active in the company's engineering and sales. Both have contributed greatly to White & Hodges' development.

In 1914, Alpheus White died and the firm became White & Hodges, Inc., with Theodore Hodges as president. Aided by its fine staff to

which Miss Adelaide Powell was added to take charge of the firm's export divisions, White & Hodges, Inc., has become outstanding as a specialist in tanning oils. As Mr. Hodges describes it, "Our business is to scientifically prepare oils for the tanning industry. This includes the preparation of standard stock by blending sulphonated oils as well as custom-blending of special tanning oils for specialized uses."

### McLeans Move Up

W. F. McLean has been elected president of Canada Packers, Ltd., Toronto, Canada, packers. He succeeds his father, J. S. McLean who has been moved up to the new post of chairman of the board.

G. A. Schell, formerly vice president and assistant to the president, becomes executive vice president. John D. A. Evers was named secretary in addition to assistant treasurer.

# "SHUGOR"

## ROOM 1125

### HOTEL BELMONT PLAZA

#### New York City

#### August 29 - September 1

### THOS. TAYLOR & SONS, INC.

HUDSON

MASS.

**Risedorph Tanning Co., Inc.**

is now

## WILSON TANNING CORPORATION

8-10 Wilson Street, Gloversville, N. Y.

Announcing that Risedorph Tanning Co., Inc., Gloversville, New York, will be known as WILSON TANNING CORPORATION and will continue to be CUSTOM TANNERS for the Glove, Garment, and Sporting Goods trades at 8-10 Wilson Street, Gloversville, New York.

Corporate Direction, Policies, etc. remain under direction of:

GEORGE SHERMAN, *President*  
BARRET SILVERMAN, *Sec.-Treasurer*

## **BIG QUESTION**

### **Where Are Hungary's Extra Shoes Going?**

The factories of Hungary, a Communist dominated country with a population of about nine million, will produce about 12,300,000 pairs of shoes during 1954, according to the official publication "New Hungary."

"Output of factory-made shoes," said the document distributed at the National Press Club, will go from 4,600,000 pairs in 1949, to over 12 million this year.

The official publication said however, that retail sales of men's, women's and children's shoes is well below this, coming to 461,500 in the first quarter of this year. On an annual basis, this would come to 1,846,000 pairs of shoes.

Distribution of the difference, some 10 million pairs of shoes, was not explained in the publication, but if these figures are true, much of the difference probably went into the export trade.

Hungary does three-fourths of its trade with the Soviet Union.

The quality and price of the shoes leaves something to be desired, according to the official publication.

"Socialist industry failed to reduce production costs to the extent planned during the past five years," it says in speaking of industry in general. No commodities are mentioned in particular.

"The quality of the products still has not improved to a satisfactory extent," it goes on, naming shoes in particular. "The proportion of first-class products went down in this period."

Shoes, however, are on the list of items where the volume of output in the first quarter of this year was ahead of the goal, but no figure of production for the quarter is given. Women's shoes were turned out in a volume 15.9 percent larger in the first quarter of this year than in the same period a year ago.

### **Shoe Merchandising**

A one-semester evening course in Shoe Merchandising will be conducted in the fall at the New York City Community College of Applied

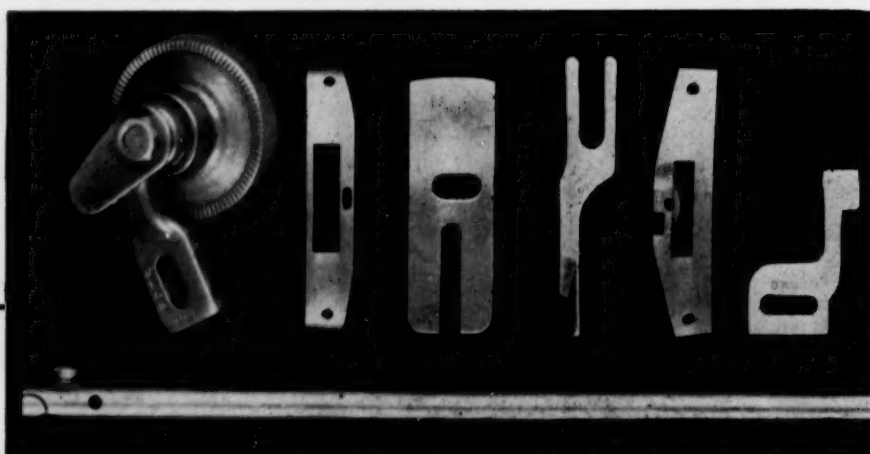
Arts and Sciences, 300 Pearl St., Brooklyn.

The course will be taught by Milton Bailey, Navy Department shoe and leather technologist in research and development and Navy representative on the government advisory committees of both the shoe and leather industries. It will be open to those already in the industry and beginners alike.

Bailey describes the course as one in "imaginative merchandising," and says it will cover the whole area of shoe distribution—from fitting, foot anatomy, and materials through manufacturing, buying, and retailing to market research, advertising, and promotions.

Bailey was formerly plant manager of Ruperman Tanneries. He will be assisted in the teaching of specialized phases of the course by specialists from the industry itself.

Advisory committee for the course includes: James H. Nolan, Technical Director, National Shoe Manufacturers' Association; Irving R. Glass, Executive Vice-President of the Tanners' Council; John J. Gavin, Director of Merchandising and Sales, John Ward Men's Shoes, and F. Sturgis Stout, chairman of the board of John R. Evans and Co.



### **BOSMACO Sewing Machine Parts**

Shown are a few of our thousands of different kinds of parts. These small but important items are precision manufactured by a trained sewing machine parts organization.

**BOSTON MACHINE WORKS CO.**  
LYNN MASS. U.S.A.

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Chicago, Ill.  
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Kitchener, Ont.  
St. Louis, Mo.

Woodridge, N. J.  
Los Angeles, Cal.



## TWIN-TONE WELTING

### Lawrence Process Offers New Products

Lawrence Process Co. of Lawrence, Mass., has announced development of a new two-tone welting for use in both men's and women's shoes. The new product, named Twin-Tone Perma-seal welting, is the result of a unique double-extrusion method developed exclusively by the company.

New Twin-Tone weltings are made by simultaneous extrusion of two colors, one over or through the other, producing unusual two-color effects. Black and fawn, black and grey, fawn and russet, red and white are just a few of the many color combinations already available. Any number of effects designwise as well as colorwise, can be achieved by this process; checkerboard, braid, tear-drop and dozens more.

Lawrence Process is also introducing a line of vinyl shoe covers for every type and variety of shoe.

### ● Buys Sponge Firm

B. F. Goodrich Co. has announced acquisition of the assets and business of Sponge Rubber Products Co. of Connecticut. Goodrich has given in exchange 179,000 shares of B. F. Goodrich common stock, \$10 par value, according to John L. Collyer, chairman, and William S. Richardson, president of Goodrich.

The business will be operated as B. F. Goodrich Sponge Products Division. Frederick M. Daley, co-founder and president of Sponge Rubber, will be president of the newly-created division, and William R. Todd, the other co-founder, will serve as vice president and treasurer. Plants are located at Shelton and Derby, Conn., and Fall River, Mass. A Canadian subsidiary is located at Waterville, Quebec.

On Dec. 31, 1953, Sponge Rubber Products Co. listed consolidated assets of about \$17,500,000, and reported sales for 1953 of about \$32,500,000. Its products include foam latex pillows, furniture cushions, automotive cushioning, mattresses, moulded sponge products, continuous sponge sheet, rug underlay, strips and rods, rubberized hair cushioning and expanded plastic flotation and insulation materials.

August 21, 1954



ON DISPLAY  
**BOOTH 107**  
WALDORF-ASTORIA  
HOTEL, NEW YORK  
T. C. LEATHER SHOW  
AUG. 31-SEPT. 1, 1954

*Specialists in*

## GENUINE BUCKSKIN

*for*

*Distinctive Footwear*

### SALES AGENTS

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A. E. PIEKENBROCK, Milwaukee, Wis.  
WALTER N. SCHAFTSTALL, Cincinnati, Ohio  
HARRY KREECH, New York, N. Y.  
VOGEL H. HEMHOLZ, Baltimore, Md.  
RUSS WHITE CO., Los Angeles, Cal.

## GARLIN & CO., Inc. 44 South Street BOSTON, MASS.

LEATHER and SHOES



## Loomed Leather Shown

American Hide & Leather Co., in a special exhibit for the trade press this week in Boston, showed its new Willow-Weave loomed leather. A group of men's shoes made with this new type of woven leather were also shown. The shoes were by Howard & Foster, Brockton, who have helped in the testing of the leather for shoe manufacturing.

This new leather development resulted from eight months of intensive research in cooperation with Elphage Nadeau of Handskill Looms, Woonsocket, R. I. Nadeau solved the diffi-

cult weaving problem by designing special equipment that converts a unique hand loom to the weaving of leather. American Hide & Leather has exclusive sales rights to this woven leather.

Extremely fine strips are hand-woven. The new process permits such narrow stripping that the finished piece is a highly ventilated "mesh" leather with a three-dimensional look. It is easy to clean, and the full grain calfskin takes a high polish.

Willow-Weave will be sold in pieces 10 yards in length and one



yard wide. Due to the large cutting surface and the fact that leather defects are removed before weaving, cutting value should be almost 100 percent. There will be eight basic colors and several color combinations. Price will be announced at the Leather Show in New York.

The shoe shown above will retail at \$19.95. Other styles will be at around \$25.

*From Forest  
to Fashion*



**VULCAN CORPORATION**

DESIGNERS AND MANUFACTURERS OF  
**WOOD HEELS AND SHOE LASTS**

GENERAL OFFICE

CINCINNATI 2, OHIO

### HEEL FACTORIES

PORTSMOUTH, O.  
JOHNSON CITY, N. Y.

ANTIGO, WIS.



**SAW & BLOCK MILLS**  
DONKEN, MICH.

### LAST FACTORIES

PORTSMOUTH, O.  
JOHNSON CITY, N. Y.  
ST. LOUIS, MO.  
BROCKTON, MASS.

## Tanning Materials Book

U. S. Tanners, who account for an estimated 35 percent of the world's consumption of vegetable tanning materials, will be highly interested in this new 325-page book, "Vegetable Tanning Materials," authored by an Englishman, Dr. F. N. Howes. He is also author of another book, "Vegetable Gums and Resins," published in 1949.

The book is rich both in new data and illustrations concerning vegetable tanning materials (there are over 800 known plant species containing tannins). The book discusses some 13 different bark tannins, seven woods, seven fruits, four leaves, four roots, four plant galls, and a very long list of miscellaneous vegetable tanning materials.

The progress made in the tanning industry in the past few decades has called for significant changes in tanning techniques and in uses of different kinds of tanning materials. Today, as well known, it is possible to substitute one tanning material for another to produce the same type of leather. For example, wattle or mimosa may be modified to produce the same or similar results as chestnut, which in turn may be modified to produce the same results as quebracho.

The book deals with the nature of

tanning; distribution of tannin in the vegetable kingdom; function of tanning in plants, and factors affecting tanning function; early and present-day uses of tanning materials; manufacture of extracts; and world trade in tanning materials. All the major vegetable tanning materials are discussed in detail. Every member of leather industry should find the book rich in practical and valuable information.

The book is priced at \$5.50 (U.S.), and may be obtained from The Chronica Botanica Co., 977 Main St., Waltham 54, Mass., American distributors.

## SILVER LINING

### Goodyear's Net Up Despite Sales Drop

The Goodyear Tire & Rubber Co. in the first half of this year realized net income of \$24,622,670 although sales declined approximately 10 percent to \$551,346,412, Chairman P. W. Litchfield announced this week in releasing the semi-annual report.

Goodyear's net earnings for the half year are equivalent to \$5.12 per share of common stock, and compare with \$22,997,684 for the first half of 1953, or \$4.76 per share based on the number of shares now outstanding. Consolidated net sales for the first six months last year were \$616,315,503.

Several factors contributed to the improvement in net income, in the face of declining sales, according to Litchfield. With the decline in sales and discontinuance of the excess profits tax, United States and foreign income taxes were reduced from a total of \$41,913,183 to \$28,884,059 for the six months.

From the income of foreign subsidiaries amounting to \$9,163,004, the company received dividends of \$6,402,100 during the half-year and, in addition, included in income an amount of \$1,809,000 representing the recovery, through remittances, of foreign income previously reserved, less the current provision for restricted foreign earnings. The reserve for foreign investments now amounts to \$18,906,169.

Goodyear's working capital was \$410,000,000 at mid-year, and the ratio of current assets to current liabilities was 6.9 to 1 compared with 4.7 to 1 a year ago.

## "Fore" For Foremen

More than 350 members and guests of the New England Shoe Superintendents' and Foremen's Association turned out Aug. 15 for the association's annual golf outing. The affair was held at the Merrimack Valley Country Club in Methuen, Mass.

Winner of low gross prize in Class A was Norman Chase of Selby Shoe Co. Next lowest gross award went to Ellis Aisner. Chet Mielcarz won the Harry Ross Memorial Trophy for low net with second prize going to Henry Desmarais.

In Class B, Joe Signorelli carded low gross with Gordon Heath in second spot. Tony Signorelli was low net winner for the Louis Pellegrini Cup. Second in low net was John Shean.

Matty Jones carded low net in Class C and took the Wm. E. Bixby Cup. Second was Bernard Doherty. Bill Jones carded low gross with Ira Cook close behind him.

Prize winners included Dick Lapierre, Bill Gallagher, Manny Brady, Irving Heller, Harold Tomasini, William La Torre, Dick Mello and Dean Frieze.



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# WALDORF ASTORIA SHOW

**BOOTH No. 29**

*Featuring*

**BERKSHIRE®**

**Glove Tanned Sides**

Current shades for Men's, Women's and Children's sport shoes and moccasins—and personal leather goods.

**SWAGGER  
BUK**  
REG. TRADE MARK

**Brushed Leathers**

In all popular shades for Fall and Winter 1955 for Men's, Women's and Children's shoes and personal leather goods.

**Lining Sides & Kipsides**

Full Grain and Corrected.

**J. LICHTMAN & SONS**

NEWARK 5, N. J.

## Gill Joins Amer

Joseph J. Gill, who recently resigned as president of Richard Young Co., after 25 years with the tanning firm, has joined William Amer Co. of Philadelphia, leading tanner of kid and goatskin leathers.

Experienced in kangaroo, sheep and side leathers, Gill will help develop several new lines for Amer, including kangaroo leathers. He will be located at Amer's headquarters in Philadelphia where he will supervise production of the new lines.

Gill will be among the company's representatives at the Leather Show.

He plans later to visit the trade in various shoe centers.

## New Market Consultant

International Shoe Co. of St. Louis has announced the appointment of Dr. J. George Robinson as Marketing Consultant. Robinson, who is chairman of the Department of Retailing at Washington University, St. Louis, succeeds Ross Trump who resigned when he became Dean of Washington's School of Business Administration.

Robinson will work with the Director of Marketing Research at In-

ternational Shoe on research and sales problems at the manufacturing and retail levels. He received his business degree in marketing from New York University and worked in various merchandising capacities at Macy's, New York, and Namm's, Brooklyn, New York.

## Rieger Joins Diamond

George Rieger, of Wilmington, Del., has been named by Diamond Alkali Company, Cleveland, O., to lead and coordinate market research activities of its recently-formed Commercial Development Department.

In announcing Rieger's appointment, C. A. Butler, Jr., Director of Commercial Development for Diamond Alkali, said that Rieger will be "primarily responsible for the market research activities of the department—principally projects relating directly to Diamond's continuing diversification and long-term growth."

Having already assumed his new duties, Rieger also will be engaged in process evaluation studies, economic analyses, and related departmental functions involved in determining the commercial feasibility of new products and the scope of their market potentials, Butler added.

## Arthur Loheed Resigns

Arthur I. Loheed is resigning as vice president and director of Geo. E. Keith Co., Brockton men's shoe manufacturer, after 50 years of service with the company. His resignation is effective in Oct.

Loheed plans to take a short vacation before announcing plans for the future. He said he expects to continue in the shoe industry.

Loheed joined the Keith firm in July 1904 and worked in the order department until 1910 when he went to Buenos Aires, Argentina as assistant manager of the new Walk-Over store there. He returned to Brockton in 1916 as assistant to the manager of the Keith Store Co. After various administrative positions, he was made general manager of the retail division in 1949 and elected a vice president and director in 1950.

Loheed is associated with his brother in the management of K. B. Loheed & Son, Ltd., a Walk-Over retail store in Toronto. His son operates Loheed's Northeast Co. in Portland, Me.



## IN STOCKS AS IN SHOES GOOD BACKING PAYS OFF

Behind good stocks and bonds is sound financial backing. And behind the shoes of wise manufacturers is Windram backing—for 85 years the standard of the industry. So, consult with Windram experts about new styles—new fabrics—special materials—and unusual weights.

For Windram's leadership is based on two solid skills: KNOW-HOW and SERVICE—the right combination to satisfy your most particular requirements.



**WINDRAM**  
COMBINING — ELASTICIZING  
BACKING CLOTH and PLASTICS

**WINDRAM MANUFACTURING COMPANY**  
Established 1867

3 Dorchester Street      So. Boston, Mass.  
Representatives:  
Advance Sales Inc., St. Louis      Jerry Burg, Cincinnati

## MILITARY BUYING

### Invitations

**Service Shoes.** The Phila. QM Depot, 2800 So. 20th St., Phila. 45, Pa., has issued QM-36-030-55-Neg-07 calling for 217,140 pr. shoes, service, men's, high, leather russet rubber sole and heel, for delivery to Bklyn. Army Base, N. Y., during the months of October, Nov. and Dec., 1954. Opening Aug. 23.

**Service Shoes.** The Phila. QM Depot, 2800 So. 20th St., Phila. 45, Pa., has issued Inv. No. QM-36-030-55-63 calling for 440,860 pr. shoes, service, men's, high, leather, russet, rubber sole and heel, and for additional quantity of 25,000 pr. in black. Both items for delivery to Port of Embarkation, Army Base, Brooklyn, N. Y., during the months of Oct., Nov. and Dec., 1954. Opening Aug. 23.

**Aviator's Leather Jackets.** The Aviation Supply Office, 700 Robbins Ave., Phila., Pa., has announced the following award under Inv. No. JD-54-652 calling for 2,095 jackets, leather, aviator's: J. A. DuBow Sporting Goods Co., Chicago, Ill., for a total dollar value of \$37,689.00.

**Chin Straps.** The Chicago QM Depot, QM Purchasing Div., Chicago, Ill., has issued Inv. No. 55-28 calling for 283,000 straps, chin, helmet, leather, M-1. Specs. MIL-H-10990. Opening Aug. 27.

**Leather Gloves.** The Oakland QM Market Center, 124 Grand Ave., Oakland, Calif., has issued Inv. No. 3 calling for 587 pr. gloves, leather, type I, linesman's, heavy, with gauntlet, medium size. Opening Aug. 24.

**Shoulder Straps.** The Purchasing Agent Post Office Dept., Wash. 25, D. C., has issued Inv. No. 124 calling for straps, and fastening devices, shoulder, plain, 10,000 without fastening devices. Opening Aug. 27.

### Bids

**Gloves, Leather Palm.** Eisen-drath Glove Co., Chicago, Ill., was the only bidder under Inv. No. 7 which opened at the Phila. QM Depot. Eisen-drath offered a unit price of \$2.99 per pr. for 1,518 pr. gloves, cloth, anti-contact, leather palm, seal brown shade No. 105 for delivery both to Utah General Depot and to Schenectady General Depot.

### Awards

**Dress Shoes.** The New York Navy Purchasing Office has announced the following award for

shoes, dress: Doyle Shoe Co., Brockton, Mass., 3,000 prs.; for a dollar volume of \$37,660.00.

**Combat Boots.** The Philadelphia Quartermaster Depot has announced the following awards on QM-30-322-54-NEG-67 covering russet combat service boots, mildew resistant (regular tariff sizes): John Addison Footwear, Marlboro, Mass., 20,676 pairs at \$6.08-\$6.132 per pair, dollar value \$126,022.26; Doyle Shoe Co., Brockton, Mass., 3,744 pairs at \$6.20-\$6.21 per pair, dollar

value \$23,244.12; and Kirkendall Boot Co., Inc., Omaha, Neb., 10,956 pairs at \$6.36-\$6.38 per pair, dollar value \$69,837.36.

**Tan Oxfords.** The Philadelphia Quartermaster Depot has announced the following awards on QM-36-030-55-NEG-4 covering shoes, low quarter, tan (regular tariff sizes): The Hanover Shoe Co., Hanover, Pa., 20,184 pairs at \$4.18 per pair, total dollar value of \$84,369.12; and J. F. McElwain Co., Nashua, N. H., 10,152 pairs at \$4.15 per pair, dollar value \$42,130.80.

# Crestbrand

## LEATHER COMPANY

133 SOUTH STREET, BOSTON 11, MASS.

*Tannery at Salem, Mass.*

## ALLIGATOR and LIZARD

LACQUER FINISHED GRAINS  
ON CALF AND SIDES

## SUEDE SPLITS

BLACK, WHITE AND COLORS  
IN ALL WEIGHTS

## LINING SPLITS

OOZE AND FINISHED

*Quality leathers produced in  
volume for popular priced shoes*

MEN'S AND WOMEN'S

BOOTH 37  
WALDORF-ASTORIA  
MARCH 1-2



# TIOGA OAK SOLE LEATHER



Tioga Oak sole leathers are longed tanned by precision, quality-control methods for enduring satisfaction.

**Always Demand  
this mark of  
QUALITY..**

on ..

**BENDS**

**SHOULDERS**

**BELLIES**

**CUT STOCK**

*Also Specialty Leathers  
for Belting, Hydraulics,  
Textiles, Packing and  
Strap Leathers.*



## LEATHER MARKET REPORT

### More Buyers Looking But Sales Continue Small

Stiffening Hides Bolster Sagging Side Prices  
While Calf Prices Ease As Raw Skins Falter

**Sole Leather Tanners report little change.** Moderate sales of past few weeks continue the rule. Prices unchanged.

Best light bends quoted at about 66c and down, though sales at up to 68c made for carefully selected stock. Some tannages ask 64c and down. Up to about 57-58c asked for best 8-9 iron bends. About 50c obtained for good 9-10 iron leather. A firmer tone to 10 iron and up bends with 48c asked for some.

Sole leather tanners of Philadelphia report that things seem to have shown some slight improvement as far as factory bends, heads and bellies are concerned. These are the first signs of improved activity in several weeks and tanners are inclined to be a little more optimistic than they have been this past Summer. Findings still slow but remain at 56c for No. 1. Factory bends move at 52c with No. 1 bellies selling at 28c and heads at 16c.

**Sole Leather Offal has uneventful week.** Interest moderate in all types. Prices firm but could hardly be called strong.

Bellies bring about 27-28c for best steers, 26-27c for cows. Single shoulders often sell for less than the 48c and down quoted for best. This for heads-off stock, while heads-on shoulders bring about 41c and down. Quite a spread in double roughs. Some quoted at 43c for TR leather while others quote up to 48c. Even more than 48c asked for superior tannage lights for specialty uses. Heads bring between 14-17c.

**Calf Tanners followed raw skin market** with new quotations this week. Heavy leathers lopped off about four cents. Women's weights unchanged.

Despite greater interest in men's lower grades, buying just enough to "put in your eye" as one tanner put it. Very top selections quoted at about \$1.04 by one tanner, \$1.01 by another. Volume tannages quote top selection stock at about 85c. Lower grades run all the way down to about 57c.

Women's weights unchanged with up to 96c asked for small skin leather in high style colors. Up to about 90c asked for best regular sized skins.

### Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1953 HIGH
CALF (Men's HM)	63-104	67-1.06	77-1.15	93-1.20
CALF (Women's)	58-97	58-97	67-1.00	80-1.03
CALF SUEDE	75-1.15	75-1.15	75-1.15	85-1.10
KID (Black Glazed)	55-90	55-90	55-90	75-90
KID SUEDE	45-95	45-95	48-91	80-96
PATENT (Extreme)	52-62	52-62	55-60	60-64
SHEEP (Russet Linings)	15-23	15-23	18-32	18-32
KIPS (Combination)	47-52	48-52	54-60	64-68
EXTREMES (Combination)	44-49	44-49	50-55	56-59
WORK ELK (Corrected)	34-38	34-38	39-43	38-45
SOLE (Light Bends)	64-68	64-68	66-69	68-72
BELLIES	27-28	27-28	27-30	26-29
SHOULDERS (Dble, Rgh.)	44-48	44-48	51-55	51-56
SPLITS (Lt. Suede)	32-38	32-38	33-39	35-39
SPLITS (Finished Linings)	17-22	17-22	18-22	24-26
WELTING (1/2 x 1/2)	7- 7 1/4	7- 7 1/4	7 1/2- 7 3/4	8
LIGHT NATIVE COWS	14	15 1/2	18 1/2	20 1/2

All prices quoted are the range on best selection of standard tannages using quality rawstock.



From there down into the 50's finds leather to suit all users.

**Sheep Tanners having fair run.** Some busier than others but all keep moving. Prices unchanged. Colored vegetable sheep fairly active. Linings still make up bulk of trading.

Up to 25c asked for good boot lining russets, up to about 30c for carefully selected heavy russets suitable for specialty work. Shoe russets bring 23c and down with bulk of business done in 14-20c grades. Colored vegetable linings bring a firm 27c and down. Colored vegetable specialty leather brings about 30c and down. Chrome linings bring 30c and down with demand fair.

**Side Leathers firmer.** Concessions not so readily made as hides show considerable strength. Best tannages still get bulk of new orders, but this week even volume tannages put up a firmer front.

Very best combination tanned kips bring about 52c and down for heavies, proportionately less for lighter weights. Extremes bring up to about 48c for best. Large leather asks about 41c and down for best and a wide variety of prices below that figure for less desirable tannages.

Chrome tanned kips bring about 49c and down for heavy leather, though at least one tanner asks a few cents more. Extremes bring about 46c and down, while large leather brings up to about 40c for best and well down in the 30's for volume tannages.

**Split tanners keep busy** but find prices still over-competitive. Linings still the big item with light suedes fairly active.

Top grade finished linings bring 22-20-18c. Others bring considerably less and average prices seem about 15-19c. Suede linings quoted at 26c and down but usually bring nearer 23c and down. Those who want the 26c leather seem satisfied that they are getting something extra and gladly pay the price. Non-slip suede brings between 15-23c.

Light suede upper stock moves fairly well at 38c and down. Heavy suedes sluggish with 42c the top price asked, 38c the usual trading zone.

**Belting leather tanners** of Philadelphia are too satisfied with the amount of business they are doing at the present time. The anticipated increase in business has not yet taken place to any degree.

Bend Butts not moving well—at

the following prices: for No. 2 the quotation is 92c light, 88c medium and 79c heavy; No. 3, 84c light, 76c medium and 71c heavy. Shoulders showing some activity at 48c for No. 1 and 45c for No. 2.

Carriers say that they have found absolutely no improvement in their business.

**Kid leather hopeful.** Tanners report business has still not shown any real pickup and they are now looking forward to the period immediately after Labor Day.

Some black suede moving, and some black glazed, although the latter is in smaller demand.

Linings moving along at the same level as black suede. An occasional tanner reports some business in satin mats but most tanners do not handle this type of leather. Crushed also selling to some degree according to some reports, but here too, many tanners do not handle it. Nothing reported about slipper leathers.

No new leather prices were quoted—either up or down. When sales are made tanners do get their prices. Rawskins remain a sore point in the industry.

#### Average Kid Leather Prices

Suede 32c-90c  
Crushed 25c-75c  
Slipper 25c-60c  
Linings 25c-55c  
Glazed 25c-\$1.00  
Satin Mats 69c-98c

**Glove business spotty.** Some manufacturers report good bookings while others are running on part time and worrying about stocks on hand.

Garment leathers marketing time. Succes quoted from 32c to 36c for the ladies' split weights but not much business passing. Garment grains also slow. Some colors offered in hair-type leathers from 45c down but there is no pep to the business.

Demand for glove leathers only fair. Prices steady but buyers continually shopping for bargains. Pig the most popular leather in the grades from 65c down. Cabrettas doing better but top grades neglected.

In the cheaper leathers, grey suedes slow at 34c and 28c. Irans in fair demand at 26c, 21c and 17c. Light weight domestic grains are hard to get. Pigtex grade brings about 21c.

**Work glove leather steady.** Top tannages held at unchanged prices but new business somewhat slower this week. Curtailments in the automobile manufacturing industry, where consumption of work



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LOS ANGELES: A. J. & R. Cook  
(CINCINNATI) J. E. Tracy

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gloves is fairly heavy, tended to restrict buying enthusiasm.

Competition in the finished work glove trade is quite keen and some lower grade leather has been bought in certain instances to make up work gloves for sale at competitive prices. Trade sources say this accounts for the recent reports of some less desirable quality leather selling at concessions of a cent or two.

Meanwhile, LM weight work glove splits of best quality unchanged with No. 1 grade at 14c, No. 2 grade at 13c and No. 3 grade at 12c. M weight is listed at 15c for No. 1, 14c for No. 2 and 13c for No. 3.

**Garment lacks volume.** Purchases are of an occasional character to fill-in requirements and quite often the result of price inducements.

This situation has prevailed for several weeks in sheepskin garment leathers. Suede has moved at prices ranging down to 28-30c and down although some lists still read 33-34c and down and others at 32c and down. Grain finish selling down to 30-32c and down as to tannages for good cape types and as low as 29c down heard in some quarters.

Demand for horsehide garment leather featureless and good tannages last reported sold at 36c and down. Some clearance sales of finished garments reported at discounted prices to stimulate new business. Cowhide garment leather brings 31-32c, but here, too, demand is spotty.

**Bag, case & strap steadies.** Sellers maintaining unchanged lists for some time and producers say that fixed overhead costs including labor make it difficult to reduce prices without entailing losses. More activity expected shortly when manufacturers of finished product start filling orders for fall and winter business including the Christmas trade.

Case leather of 2-2½ ounces still quotable around 42-43c and 3-3½ ounces at 43-44. Russet strap leather, Grade A, is quoted as follows: 4/5 ounce 50c, 5/6 ounce, 52c, 6/7 ounce 54c, 7/8 ounce 56c, 8/9 ounce 58c, 9/10 ounce 61c, and 10/11 ounce at 64c. Prices 2-3c less for Grade B and 5-6c less for Grade C. Colors still command a premium over russet prices by 3c and glazed 2c more.

## Tanning Materials

Raw tanning materials firmer this week. Majority of items show price advances. Tanning oils hold steady with no change in offering. Volume also steady. Rest of market has little new to report.

## Tanning Materials

### Raw Tanning Materials

Divi Divi, Dom., 48% basis shp't, bag	\$72.00
Wattle Bark, ton	\$98.00
..... "Fair Average"	\$98.00
..... "Merchantable"	\$98.00
Sumac, 28% leaf	\$124.00
Ground	\$120.00
Myrobalans, J. 1's Bombay	\$43.00
Genuines	\$48.00
Crushed 42-44%	\$63.50
Valonia Cups, 30-32% guaranteed	\$48.00
Valonia Beards, 40-42% guaranteed	\$64.00
Mangrove Bark, Ecuadorian	\$54.00
Mangrove Bark, Colombian	\$59.00
Mangrove Bark, 38% E. African	\$68.00

### Tanning Extracts\*

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	4.00
Tank cars	4.75
Barrels, l.c.l.	5.10
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	10.32
Bags, l.c.l.	11.02
Cutch, solid Borneo, 55% tannin	.08%
Hemlock Extract, 25% tannin, tk. cars f.o.b. works	.0625
bbls. c.l.	.06%
Oak bark extract, 25% tannin, lb.	
bbls. 6½-6%, tks.	.06½
Quebracho Extract:	
Solid ord., guaranteed 63% tannin, c.l.	31.64
Solid, Clar., guaranteed 64% tannin, c.l.	12 3/16
Wattle extract, solid, c.l., East African 60% tannin	.09%
Wattle extract, solid, c.l., South African 60% tannin	.10
Powdered super spruce, bags, c.l. 65%, l.c.l.	.05½
Spruce extract, tks., f.o.b. works	.01%
Myrobalan extract, solid, 55% tannin	.07%
Myrobalan extract, powdered, 60% tannin	.10
Valonia extract, powdered, 63% tannin	.08½
Quebracho Extract, Powdered, Swedish spray dried, 76-78% tannin	.16%
Wattle Extract, Powdered, Swedish, 73% tannin	.15%
Powdered Spruce, spray dried, Swedish	.04
Myrobalan, Swedish, Powdered 68-70%	.11½
Oakwood, Swedish, solid, 60-62%	.11½
Oakwood, Swedish, powdered, 64-66%	.12
Larchbark, Swedish, solid, 54-56%	.11½
Larchbark, powdered, Swedish spray-dried, 58-60%	.12½

### Tanners' Oils

Cod Oil, Nfd., loose basis, gal.	.90-.95
Cod, sulphonated, pure 25% moisture	.13-.13½
Cod, sulphonated, 25% added mineral	.11½-.12
Cod, sulphonated, 50% added mineral	.11-.11½
Castor oil, No. 1 C.P. dra. l.c.l.	.20
Sulphonated castor oil, 75%	.20
Linseed oil, tks., f.o.b. Minn. drums	.15½
Neatsfoot, 20° C.T.	.29-.30
Neatsfoot, 30° C.T.	.27-.28
Neatsfoot, prime drums, c.l., f.o.b. Chicago	.18½
l.c.l., f.o.b. Chicago	.18½-.19½
Neatsfoot, sulphonated, 75%	.18-.18½
Olive, denatured, dra. gal.	2.20
Waterless Moellon	.14-.14½
Artificial Moellon, 25% moisture	.13
Chamois Moellon, 25% moisture	.11-.12
Common degreas	.12-.13
Neutral degreas	.25-.26
Sulphonated Tallow, 75%	.13½-.14
Sulphonated Tallow, 50%	.10½-.11
Sponging compound	.13-.14
Split Oil	.11-.12
Sulphonated sperm, 25% moisture	.18-.19
Petroleum Oils, 200 seconds visc., tks., f.o.b.	
Petroleum Oils, 150 seconds visc., tks., f.o.b.	.14%
Petroleum Oils, 100 seconds visc., tks., f.o.b.	.13%
Petroleum Oils, 60 seconds visc., tks., f.o.b.	.12%

\*Imported Extracts are plus duty.

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## Most Selections Firm Up As Trading Shows More Life

Tanners Generally Resist Advances But  
Good Sales Are Reported Along The Line

A stronger undertone developed in big packer hides late this week. One big packer sold 2,600 butt branded steers on the river at 10½¢, an advance of ½¢.

A second big packer sold 5,000 heavy native steers at 13¢ for rivers and 13½¢ for Chicagos, registering another half cent advance on this selection. The latter seller also sold cow hides at steady prices, consisting of 3,000 light native cows at 14¢ and 1,500 Chicago heavy cows at 13½¢.

Trading subsequently broadened at these prices. A third big packer sold 2,600 Chicago-Milwaukee heavy cows at 13½¢; also 2,300 Chicago-St. Paul heavy native steers at 13½¢. A fourth packer sold 1,000 Chicago heavy native steers at 13½¢. There was also a car of mixed branded steers and cows sold from St. Paul totaling about 700 at 10½¢ for butts, 10¢ for Colorados and 11¢ for

branded cows. The price on the branded cows is steady. Judging from the trading done, the strength in the market appears to be in the steer selections.

Remaining selections of big packer hides held steady for the most part. Sales by two big packers totaling 4,600 river light native steers and extreme light native steers at steady prices, Sioux City and Kansas City productions bringing 14¢ for the lights and 18½¢ for the ex. lights while South Omaha production sold at 14¢ and 18¢ respectively.

**Independents strengthen.** A New York packer this week realized better prices on native and branded steers. This seller sold a car of butt branded steers at 11¢, a half cent more than previously realized. Same seller also realized more money on

heavy native steers, selling a car at 13½¢.

Large midwestern independent packers comparatively slow sellers as most inclined to await development of a more active demand.

**Small packers influenced** by firming big packers. Some purchases of good midwestern small packer allweight hides averaging 50-52 lbs. made at 10½¢ selected fob. shipping points, several cars involved. At the same time, some 43 lb. avg., also 43-49 lb. avg. good small packers sold at 11¢ with intimations some very choice plump hides averaging 43 lbs. brought as high as 11½¢, selected fob.

In addition to this movement, some heavier productions were moved, prices reported ranging 10-10½¢ selected fob.

Lighter hides such as southwestern 40-42 lb. avg. productions nominal awaiting sales but some call was reported for good Texas small packers at 12-12½¢ flat fob.

**Country hides inclined to strengthen** in their ideas of value. Tanners, however, reluctant to reach.

Some interest continued at 7½-8¢ for mixed lots and at 8-8½¢ for locker-butcher hides averaging around 50 lbs. but very few purchased at these levels. Some lighter weight renderer hides averaging 46-48 lbs. were bought at 8¢ flat fob. moderate freight point.

Glue hides in carload lots sold at 6½¢ and one lot brought 6¾¢ for light average, fob. shipping point. Some small lots were bought at coun-

### HIDE FUTURES

	Close Aug. 19	Close Aug. 14	High for Week	Low for Week	Net Change
October .....	13.95B	14.08B	14.15	13.85	—13
January .....	14.55B	14.70T	15.07	14.50	—15
April .....	14.98B	15.12B	15.50	15.35	—14
July .....	15.39B	15.53B	15.84	15.45	—14
October .....	15.80B	15.90B	16.24	15.95	—10
January .....	16.15B	16.20B	16.30	16.30	—05

Total Sales: 193 Lots

### HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Heavy native steers .....	12 -13	12 -12½	12 -12½	17
Light native steers .....	14	14	15 -15½	18
Ex. light native steers .....	18 -18½	18 -18½	19	21
Heavy native cows .....	13 -13½	13 -13½	13½-14½	17 -17½
Light native cows .....	14	14	15½	18½
Heavy Texas steers .....	10	10	10	14
Butt branded steers .....	10	10	10	14
Light Texas steers .....	11½	11½	12½N	15½
Ex. light Texas steers .....	13	13	14 N	18½
Colorado steers .....	9½	9½	9½	13
Branded cows .....	11 -11½	11 -11½	12	15½-16
Native Bulls .....	8½-9	9½	9½-10	10 -12
Branded Bulls .....	7½-8	8½	8½-9	9 -11
Packer calfskins .....	30 -40	34 -42½	40-42½	47½-52½
Packer kipskins .....	18 -22½	18 -22½	20-25	25 -32

NOTE Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.

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try points at 5½c fob. Country bulls nominal around 5c fob.

**Calf and kip mixed.** Big packer productions sold in good volume with lower prices accepted on calf.

Approximately 30,000 calfskins sold by two packers, northern points at 40c for light and 35c for heavy while St. Louis and River points moved at 35c for light and 30c for heavy.

Evansville (premium point) kip sold at 25c while Evansville-Chicago overweights brought 21½. Mixed lots of Rivers sold at 22½ for kip

and down to 20c for overweights. Southern sold at 21c for kip and 18c for overweights.

Last report sales of packer regular slunks at \$1.50 while large hairless remained nominally unchanged at 85c. In small packer skins, northern allweight calf held at 28-30c, the inside price considered nearer the market.

Small packer kips ranged 15-17c, the inside for midwesterns and the outside price for Texas productions. Country skins in carload lots moved at 18c for calf and 12c for kip but

some buyers inclined to talk about a cent lower.

**Horsehides promising.** Sales of French hides and fronts to the U. S. reported again this week at competitive prices. About 2,000 French horsehides, 250 centimeters up, sold at \$9.40 basis primes while some French fronts sold at \$5.05 basis New York.

In the domestic market, an easy undertone continued and untrimmed northern slaughterer whole hides sold down to \$9.00 fob. with trimmed hides quoted at \$1.00 less. Northern fronts dropped to \$5.00-\$5.25 and butts, 22" and up, ranged lower at \$3.75-3.90.

**Sheep pelts active again.** Following additional sales of big packer clips at \$3.00, No. 1 shearlings at \$2.00, No. 2s at \$1.25 and No. 3s at 75c, a firmer undertone developed and one packer this week reported selling a good lot of No. 1s at \$2.25. A good demand continued for limited offerings available.

Packer mixed western and native lamb pelts of good quality sold at a flat price of \$2.60 per cwt. live-weight basis. Previous business at \$2.75 for westerns and \$2.35-2.40 for natives. Couple lots of choice full wool dry pelts sold at 29c delivered.

Pickled skins continued on the easy side with sales reported in the range of \$9.50-10.00 per dozen.

**Dry sheepskins slack.** Selling quarters report high asking prices continue to be retarding factors to sales.

At the Australian wool sheepskin auctions, Sydney reported 49,000 skins offered and market generally par to two pence dearer while Melbourne market was one penny dearer with crossbreds and hoggetts most affected.

Hair sheepskin varieties continue slow and nominal. Some interest here in Brazil "regular" cabrettas at \$13.50 c&f. However, most shippers asking \$12.75 fob. and quite firm in their ideas, claiming that there are not too many skins to be had as domestic market is absorbing a good many of the available supplies.

**Pickled skins drag.** Another quiet week for New Zealand skins. There are quite a number of skins coming in unsold.

Iranian pickled sheepskin market only moderately active with odd lot sales passing. Prices vary as to lots with choice spot descriptions said to



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command a premium but regular lots can only be sold at a price. Domestic market not overly active and prices are mixed as to each individual lot and seller. Late sales ranged from \$9.50-10.50 per dozen.

**Reptiles confused.** Most interest of late has centered on reports that the Argentine government has announced an export quota of 180,000 lizard skins and that they will issue licenses this week. However, due to the high asking prices placed on these skins, some quarters are doubtful if many licenses will be granted. While buyers here are interested in the skins, their ideas are considerably under what is named for large sizes.

Report of a sale at \$1.08 for 25 centimeters and up, including 20% 30 centimeters and up and 70c for the 20/24 centimeters and further negotiations pending. However, most shippers have ideas of \$1.40 for the large sizes and 75-80c for the 20/24 centimeters.

Brazil market mixed due to the unsettled exchange situation at the present time. However, shippers of back cut tejus firm in their views. Some offers 20/60/15/5 selection at 76c fob. with 73c fob. bid. Offering of Paraguay lizards with no sales confirmed.

India market firm with additional sales of wet salted Agra back cut lizards, 9 inches up, averaging 10 inches. 80/20 selection, at 26c although other shippers state that they have offers at 25c and are having difficulty to sell.

Madras bark tanned whips, 4 inches up, averaging 4½ inches, 70/30 selection, salable at 31c and possibly 32c would be paid on a firm offering but most sellers have higher views. On skins averaging 4¼ inches, sellers ask 39-40c with buyers ideas 36-38c and on skins averaging 5 inches, sellers want 43c against 46c last paid.

**Deerskins firmer** but relatively few sales confirmed either due to lack of offerings or high asking prices.

New Zealand market considered nominal around 75c c&f. However, no late offerings and those made are usually at higher prices. No recent offerings of Brazil "jacks." Some quarters state that 70c delivered would be paid. Siam and Central American descriptions nominal.

**Pigskins wait for sales.** More offering have made their appearance, especially of Para peccaries, but buyers in both Fulton County and in

Europe showing very little interest for shipment. In both instances, reports indicate buyers have enough skins to take care of their requirements and not anxious to add to inventory for next season.

In Fulton County, tanners report a good call for leather as manufacturers are rushing out what orders they have been receiving. Outside Para peccaries, however, not too many offerings have made their appearance, especially of the better described skins.

**Goatskins show small promise.** Sellers report they cannot find interest above \$8.50 per dozen c&f. for

group 4 Amritsars. However, 25,000 Calcutta Kills, 30/50/20, 5/25-50/20 sold at \$8.00.

Southern Indias drag with tanners refusing to go above \$8.75 for 1.70/1.80 lb skins. Many offer 25c less.

Last sales Bati types 40/40/20, 115/120 lbs. reported at \$9.75. Another 2,000 30/50/20, 115 lbs. brought \$10. Genuine Batis drag—last sale price at \$11.25.

Mombasas firm but slow. Some 18,000 40/40/20, 110/115 lb. skins brought \$10.50 while another 6,000 of 40/40/20, 105/110 lb. skins sold at \$9.90. This is about 25c below previous sales.

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## Looking At Labor

For Labor-Management And Personnel Executives

■ **Price of salesman.** How much does it cost to hire a salesman? Dr. Jesse Nirenberg, industrial psychologist, took a survey among a sizeable number of companies. The average cost per company for hiring a salesman comes to \$5,429. It figures like this: recruiting, \$218; screening, \$141; psychological testing, \$34; training, \$1,019; unearned portion of salesman's pay, \$1,521; salesmen failures, \$2,496.

■ **Only 68% sales-efficient.** In today's increasingly competitive selling market sales efficiency should be on the rise, but it isn't. So reports a recent study. A survey of 40,000 retail outlets rates sales people only 68 percent efficient—on a basis of productivity measured against norms established by management consultants. Percentage of efficiency on same basis back in 1949 was 71.2. Today's sales personnel have shown an improvement in personal appearance; no improvement in initiative; and a decline in knowledge of over-all operation. Top rating in sales efficiency went to food stores.

■ **Worth remembering.** If your customer, who owes you part of last year's shoe bill, springs a new television aerial on his house—somebody's a better salesman than you are . . . There's this one also: When it comes to interesting the public, it's the taste of the fish that determines the bait, and not the taste of the fisherman.

■ **Facts about females.** Women buy almost half of all shoes produced. But women's shoe business must sell a sprawling market of diversified interests. Here are some interesting facts about women that every shoeman should know to enable him to direct his merchandising pitch with sharper aim: Of the 57 million U. S. women, 35 million are married. One in three wives never went beyond the 8th grade. One in three girls between 17 and 19 is married. A quarter of all housewives hold a job. About 1,000,000 are wives of armed servicemen, and another 500,000 live in trailers. There are 5,000,000 women living on farms; 16,000,000 live in single unit homes, and nearly as many live in apartments.

■ **Salesmen resent conferences.** Social scientists have just completed a study on the "emotional makeup" of average or typical salesmen. One important finding: most company sales conferences "fail miserably" to get at the root of his personality. Other findings: the typical salesman is a rugged individualist. He's a persuasive person; he likes to feel he's in power, is stronger than other personalities.

Many if not most company sales meetings anger and bewilder salesmen, arouse reaction of rebellion or apathy. Because of his personality he objects to rah-rah lectures or soft blandishments of management. Where management does all the talking, and salesmen most of the listening, a "psychological rupture" is created between the two.

Conclusions reached by the survey sponsors: the \$42 millions spent annually by management on sales meetings could be more profitably used in "mutual exchanges" between sales personnel and management. Salesmen can be "sold" if they're made more to feel they are teachers rather than pupils.

## Point-Of-Sale

For Salesmen And Sales Executives

■ **Magic of productivity.** This will give you some graphic ideas as to what the reality of the term "increased productivity" has meant to building a greater America via more prosperity for industry and steadily improved standards for workers. The growth of our economy has come from a relatively large increase in per-man-hour output and a much smaller increase in the size of the labor force. And it's taken place despite a 25 percent reduction in working hours over the past 50 years. For example:

In 1850 the average American sweated through 70 hours of work weekly, produced only 27 cents worth of goods hourly. Today he works only 42 hours a week, and his hourly output is worth \$1.40 in dollars of equal purchasing power.

Put it another way. A hundred years ago the typical American worker, assuming he lived to 70, spent 56 years on the job, worked 72 hours a week, 52 weeks of the year, for a total of 200,000 hours. Today's workman, with modern machinery and equipment, works from age 19 to 65, or 46 years, 40 hours a week, 50 weeks a year—a total of about 92,000 hours.

■ **20% in fringes.** A U. S. Chamber of Commerce study shows that 20 percent of the payroll goes into labor fringe benefits. Extra benefits paid by U. S. firms amount to 35.6 cents for each payroll hour. In terms of dollars per year per worker, firms spend an average of \$674 in manufacturing industries, \$841 in non-manufacturing.

Here's how fringes tally up: Employer's share of social security and other legally required payments, 3.3 percent; employer's share on pensions, 5.9 percent; paid rest and lunch periods, 2 percent; pay for time not worked, 6.3 percent; profit-sharing payments, bonuses, 2.2 percent. Grand total is 19.7 percent of total payroll cost, up about two percent since 1951.

■ **Karl Marx's boner.** Back in 1848 Karl Marx wrote in "The Communist Manifesto": "The proletarians have nothing to lose but their chains. They have a world to win. Workingmen of all countries, unite!" But Marx's utterance proved to be the dud of the century. Here's the American story for the last 100 years, in 25-year intervals (with the year 1853 equaling an index of 100):

	Average Hourly Earnings	Consumer Prices	"Real" Average Hourly Earnings
1853	100	100	100
1878	171	125	137
1903	227	138	164
1928	669	271	247
1953	2095	423	495

Nor do these wage figures include many of the fringe benefits enjoyed by most American workers. Thus, over the past century, while prices have multiplied four times, "real" wages have multiplied five times.

■ **Rising skills.** One of the most significant manpower trends in recent times has been the steady decline of our unskilled labor force. In 1910 some 36 percent of our total labor was unskilled. Today the figure has dropped to about 20 percent. The pace of this trend is greater than ever before.

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- Durable and water repellent
- Soft, pliable finish, crease resistant
- Won't wrinkle or break with flexing
- Cleans easily with soap and water
- Popular solid shoe colors in Airflow, Oriole and Titan patterns

*Also Dacron mesh available*

### THE BAR PATTERN

Eye-appealing and interesting! Effective treatment is obtained by adding leather stripping or inserting plastic lacing.

### GLAMOUR BRAID

Just chock full of glitter and velvet. This sparkling pattern is a real selling aid . . . and so easy handling, too.

### NYLOSTRAW

The modern version of straw fabric. So attractive and it doesn't come apart when wet. Stronger than ordinary type straw fabrics. Comes in beautiful designs.

ASK FOR SAMPLES OF NEW PATTERNS  
AND DESIGNS IN NYLON MESH FOR USE  
IN MEN'S, WOMEN'S AND CHILDREN'S SHOES.

**SHAIN** and Company, Inc.  
ESTABLISHED 1907  
184 Lincoln Street • Boston, Mass., U.S.A.

# PEOPLE

*About industry personalities coast to coast*

• **T. Frank Noone** has resigned as executive vice president of Joseph F. Corcoran Shoe Co., Inc., Stoughton, Mass., shoe manufacturer. Noone has been associated with the firm for the past 20 years in various sales and administrative capacities. He intends to spend the remainder of the summer at his summer home in Wareham, Mass., before announcing plans for the future.

• **Edward Bearman**, vice president and secretary of Hand Maid Footwear, Inc., is reported to have withdrawn from the business. **Morris Youngstein** has decided not to join the firm.

• **Tony Ryan**, former superintendent of Kleven Shoe Sales Co., Inc., Spencer, Mass., has joined Ware Shoe Co., Ware, Mass., division of Con-

solidated National Shoe Corp., Boston. He will be in charge of styles and patterns.

• **Arnold Rongitsch** has resigned as general manager of Stendal Shoe Co., Minneapolis, Minn., firm. He had been with the firm for the past two years.

• **Arthur Erickson** is reported to have joined Capitol Shoe Mfg. Corp. of Brooklyn. Erickson recently resigned as leather buyer and quality man with Johnson & Murphy of Newark, N. J. Capitol makes stitch-down shoes.

• **Ralph Russell** has resigned as leather buyer for John Flautt Shoe Co., Lynn, Mass., firm. He has been succeeded as leather buyer by **Charles Strasnick**.

• **Paule Chemical Corp.** has announced the appointment of **Lester Burton** as sales representative for the state of Maine. Burton will handle the company's full line of upper leather sprays, cements, renovators, fillers, etc.

• **W. W. Day** has been appointed advertising manager of Masland Duraleather Co. of Philadelphia.

• **M. A. Gruber** has been named manager of retail operations for Regal Shoe Co. Formerly with Florsheim Shoe Co., Gruber will make his offices in New York. He will be responsible to James F. Whitehead, Regal president.

• **Dr. Robert C. Putnam** has joined the product research staff of United States Testing Co., Hoboken, N. J. Dr. Putnam, a graduate of Harvard University, was formerly project engineer for United Shoe Machinery Corp. He holds several patents and has authorized a number of publications in the fields of coatings, polymers, leather and tannins. The company's Hoboken laboratories have begun intensive research into improvement of leather and tannin evaluation.

• **H. N. "Bert" Fisch**, former sales and advertising manager of Justin Boot Co., has joined the executive staff of Tandy Leather Co., Fort Worth, Texas.

• The Rotary Club in Nashua, N. H., heard a talk by **William O. Dawson**, manager of the Chemtan Co. in that city, at a luncheon meeting at the Nashua Country Club, Aug. 9. Dawson's subject was "The Chemistry Phase of the Leather Industry."

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\*

# Barkey

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# NEWS QUICKS

About industry happenings coast to coast

## California

- **Morris & Alvin Alpert**, family footwear retail chain with headquarters at Inglewood, has opened a new branch at 376 E Street, San Bernardino.

## Connecticut

- **Alan E. Murray**, founder of Space Shoe Laboratories in Bridgeport, has purchased a building at 213 West 59th St., New York, where he will set up New York offices and a new retail outlet for the company's shoes.

## Maine

- **Donnell-Bixby Co.**, shoe supplies manufacturer, is reported building a new plant on Minor Ave. in Auburn. The new building will have a frontage of 700 feet and a depth of 70 feet.

## Maryland

- **Dial Shoe Co.** with headquarters in Philadelphia, has announced acquisition of nine Wyman shoe stores located in the Baltimore area. Dial now operates some 34 retail outlets. It plans to retain the Wyman name on the newly-acquired stores in Baltimore.

## Massachusetts

- **Strauss Leather Co.** of Peabody has announced appointment of Kelley & Sweeney Leather Co. of Boston as New England representative for the firm's line of white, colored and black suede splits.

- **Petrou Shoe Co.** of Haverhill has leased another floor at the factory where it is located. New workers have been added to the tune of a \$10,000 increase in the company's weekly payroll.

- **Arthur E. Caswell**, secretary-treasurer of **Caswell-Doucette Shoes, Inc.**, Lynn, is reported to have bought out the 50 percent interest in the firm held by **John J. Doucette**, president. Caswell is now sole owner and takes over as president and treasurer.

- **Bloomstein Leather Co., Inc.**, Brockton dealer in sole leather and remnants, is moving to new quarters at 108 Perkins St. where Otis Leather Co. was located formerly. The move is expected to be completed on or about Sept. 1.

- **Flint Brothers**, former Beverly manufacturer of children's footwear, is reported to have mailed creditors a first and final dividend of seven percent.

- **Gilbert Freeman, Inc.**, Boston shoe fabrics firm, is preparing to move to new quarters at 202 Lincoln St. about Sept. 1. The firm is retaining its two floors at 194 Lincoln St. and plans to break through adjoining buildings in order to join both old and new quarters.

## Missouri

- Members of local 123, **United Shoe Workers of America, CIO**, have voted to accept a wage cut at the Sikeston plant of **International Shoe Co.** The new terms include a 10½ percent cut across the board on piece work plus fringe reductions on 14 of the approximately 126 plant operations, according to Henry Bartholomew of the union's negotiating committee.

- **A. J. Brauer, Jr.**, president of Brauer Bros. Shoe Co., St. Louis, and Roy F. Sundling, vice president, have filed incorporation papers with the Secretary of the State of Missouri for **Cabool Shoe Co.**, footwear manufacturing firm at Cabool. The new firm will be a manufacturing subsidiary of Brauer Bros., it is reported.

- **Midland Shoe Co., Inc.**, St. Louis shoe chain, has leased the family shoe department at Carter-Heide of Lowell, Miss., and a new shoe department for women at Thieme's, Inc., of Lafayette, Ind.

## New Hampshire

- **Claremont Shoe Co.** has issued an appeal for 20 additional stitchers in order to handle orders for fall and winter styles, according to Robert Forshner, general manager of the firm. The company currently employs 230 workers turning out California process women's shoes.

- Full shoe production has been resumed in the **Portsmouth** area, it has been indicated by Andrew C. Graves, manager of the Portsmouth office of the New Hampshire Employment Service. He reported that the improved situation in the shoe factories had been largely responsible for decreasing

jobless benefit claims in the area from 4,006 during June to 2,448 in July.

- Dust disposal at the **Dan Lewis Shoe Co.** plant, which recently began operations in Dover, N. H., has brought protests from North End residents of the city, it has been disclosed by Mayor Thomas Keenan. The mayor stated that city officials had been "working with the company and hope to have the situation corrected in the near future."

## New York

- Auction sale of certain parts of real estate holdings of **Eastern Footwear Corp.**, Dolgeville, N. Y., will be held Aug. 23 at the Federal Building in Utica.

- Assignee's sale of plant and materials of **La Valle & Sons Shoe Corp.**, New York City high grade women's shoe manufacturer, was held Aug. 18 on the premises at 632 Broadway.

- **Davis Box Toe Co.** is preparing to celebrate its 79th year in business. The company was founded in Brooklyn in 1875 and has since moved to Beacon. John Pantalone has been named production superintendent.

- Creditors of **Menkes Feuer, Inc.**, New York City importer, have been asked to approve a 36 months extension in order that the firm may pay 100 percent. Liabilities as of April 30 are reported about \$406,000. In the proposition to lesser creditors, by letter, the firm declared that larger creditors have agreed to the plan calling for 36 monthly payments. Indebtedness is to be shown by notes bearing no interest.

- **M. Beckerman & Sons, Inc.**, New York City women's shoe manufacturer, reports it has completed a two-story addition to its factory at Boyertown, Pa., and is ready for operation.

- **Jay Gee Shoe Corp.**, New York footwear wholesaler, has moved from 96 Reade St. to new quarters at 131 Duane St.

- **Dr. Foster D. Snell** has announced the fourth expansion since 1947 of Foster D. Snell, Inc., New York City chemist and engineering firm. The company has leased space at 42 West 15th St. Snell is predicting a strong business up-turn during the balance of 1954. He bases this on the fact that more companies are spending more money for research, development and testing.

## Ohio

• **The Charles Meis Shoe Co.** of Cincinnati has been appointed local distributor to the shoe trade for the "Totes" line manufactured by **So-Lo Marx Rubber Co.** of Loveland. A. B. Ratterman & Sons continues as distributor to the shoe findings trade.

• **Speco, Inc.**, of Cleveland has published a new technical bulletin describing properties and uses of "Leth-Rem," the silicone-base water repellent and leather preservative manufactured by the company.

• **Artcraft Products Co.**, Cincinnati leather goods distributor, is reported resuming business after being shut down for the past year. The company, now located at 1806 Indiana Ave., Bond Hill, handles the Ohio, Indiana and Kentucky areas.

## Pennsylvania

• **Printz Tanning Co.**, Philadelphia tanner of sheep and lamb skins, has reorganized and relocated its offices at 110-112 North Fifth St., Philadelphia. Lester Blank, sales manager, reports that **Kelley & Sweeney Leather Co.** of Boston and **William Beards** of New York City have been appointed sales representatives in their respective areas. In addition to its regular line of white leathers, the company is also offering a complete line of garment, cap, handbag and slipper sheep.

• **Carlisle Shoe Co.** reports ground has been broken for the construction of its new plant at Harrisburg. The company expects to employ some 500 workers, about 125 more than currently employed at the Vernon St. plant, when the new \$500,000 plant is opened. Production will amount to some 2,500 pairs of women's shoes per day. Opening is planned for next Spring.

• **Malis Leather Co.**, Philadelphia wholesaler of upper leathers, has moved to new quarters at 48 West Wilkey St.

## Wisconsin

• Milwaukee's fourth **Thom McAn** men's and boys' retail shoe store was opened this week at 224½ West Wisconsin Ave. The store is the seventh opened by the firm in Wisconsin.

• **Tandy Leather Co. of Wisconsin, Inc.**, has been incorporated in Milwaukee with a capital stock of 1,000 shares of common at par value of \$1 per share. Incorporation papers were signed by James B. Brennan.

## Canadian Notes

• **R. S. Pitts Mfg. Co.**, makers of leather shoe products, has moved its operations into its newly built 20,000-foot one-floor factory at 441 Pine St., Hanover. The plant has been laid out for highest efficiency and control operations, with much new machinery and equipment added. The company produces a complete line of flexible leather insoles, various items of whole stock such as bends, shoulders, bellies;

a complete line of moulded fibre counters, leather heel wedges and other shoe parts.

• The buildings of the **King Bros. Leather Co.**, Whitby, Ont., which have been in disuse for some time, are being demolished by a Toronto firm of wreckers. The company in a statement said that it was with regret they announced their decision to eliminate the factory housing one of Whitby's main industries since 1863. The firm had been in continuous operation for 90 years. The invasion of plastics and substitutes, importations of leather and many other factories

# facts YOU SHOULD KNOW ABOUT GIVING YOUR LEATHER A **UNIQUE FINISH** WITH **NACROMER**

**NACROMER OFFERS AN UNLIMITED RANGE OF EFFECTS.** A coating of lacquer containing a small quantity of Nacromer on your leather or leather products will make a world of difference in beauty. The range of colors and effects obtainable with the use of transparent pigments or dyes is unlimited.

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have contributed to the decision at this time.

• It is reported that the **Bata Shoe Co. of Canada Ltd.**, will occupy a portion of the former plant of Bird Woolen Mills, Bracebridge, Ont.

• **Simpson-Sears Ltd.**, Toronto, jointly owned by the Robert Simpson Co. Ltd., Toronto, and the Sears-Roebuck Co. Ltd., Chicago, Ill., plans to erect two new department stores in St. John, N. B., and Sydney, N. S. The stores are part of the company's \$25,000,000 nation-wide expansion plan. The company has opened a big

department store in Burnaby, a suburb of Vancouver, B. C., the first new major department store in Canada in years. It is also a test of how the Sears-style service, display and merchandise will appeal to Canadian buyers.

• **Imports of tanning and dyeing materials** into Canada dropped to \$3,215,000 in the first four months of 1954 as compared with \$4,200,000 in the like period of 1953, though such imports have shown a steady upward trend in recent months over preceding months. Such imports advanced to \$953,000 in April over

\$798,000 in March and \$756,000 in February, though still below the \$1,139,000 in April a year ago.

• **Leather footwear manufacturers' value of shipments** reversed a steady upward trend in earlier months of this year by dropping to 163.7 in April compared with 191.2 in March or 185.5 in April a year ago, based on Dec., 1952 being 100.

However, value of inventories of leather footwear makers continued steady downward trend by dropping again to 97.7 in April compared with 98.6 in March, 103.0 in Feb., 107.5 in Jan., but above the 94.0 in April a year ago. Stocks of raw materials and goods in process declined in April as against preceding month but finished product stocks increased in this period.

• **Leather footwear manufacturers** report that the value of their shipments dropped to an index of 124.2 in May this year, as compared with 161.3 in April, 191.2 in March, 170.9 in February and 145.5 in January, based on Dec., 1952 being 100. Shipments were higher for May 1953 at 149.6.

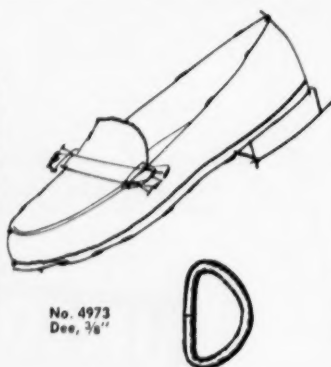
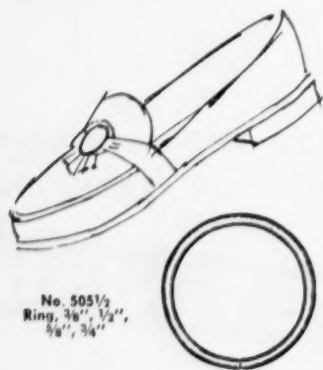
There was a sudden reverse in the trend for **inventories on hand** for footwear manufacturers since such stocks rose to 98.0 in May in contrast to a continuous slide in previous months of 1954 when April stocks were quoted at 97.4, March 98.6, February 102, and January 107. Still, such inventories were even lower a year ago May at 97.1.

**Stocks of raw materials** on hand for shoe manufacturers fell to 91.3 in May against 92.6 in April and 109.1 in May last year. Stocks of goods in process dropped to 83.7 in May compared with 92.5 in April and 104.8 in May a year ago. However, stocks of finished goods rose to 108.3 in May over 103.1 in April and 84.7 in May last year.

• **Shipments of Canada's leather tanneries** declined to 68.2 in April in contrast to 77.3 in March and outstanding orders rose to 87.8 in April as against 74.9 in March, based on Dec. 1952 being 100.

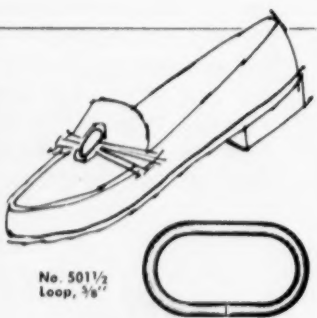
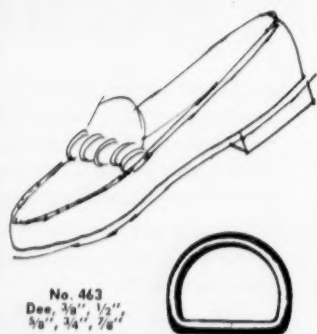
• **Canadian Government** is understood to be considering some relaxation of the present curbs against exports to Iron Curtain countries, with the possibility that this may affect the shipment of hides and leather products.

This would mean that such freed items would be removed from the commodity export control list but these would only leave Canada for such destinations under permit.



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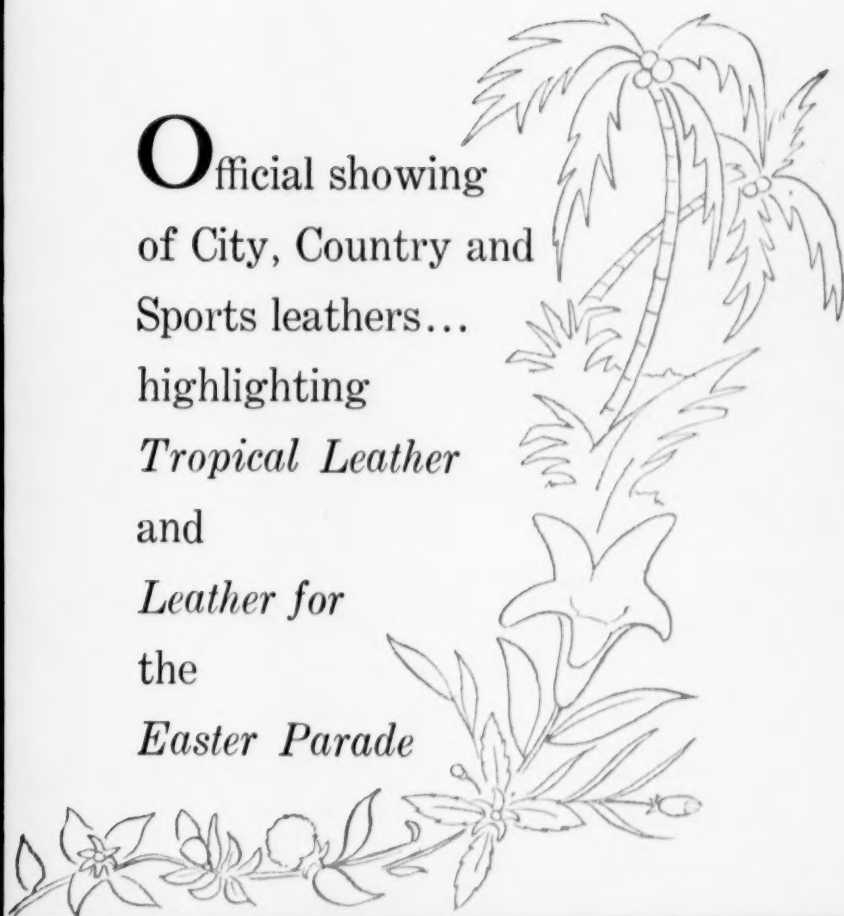
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Sports leathers...  
highlighting  
*Tropical Leather*  
and  
*Leather for*  
the  
*Easter Parade*



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## Many New Promotional Colors, Textures And Finishes To Be Shown

### ACME LEATHER CO., INC.

Booth 60

*Mel-O-Tan Glove Line* of full grain drum dyed sides and specialty bends in Butternut, Red, Taffytone, Cream, Grey, Russet Glow and White in 3½-4 oz., 4-4½ oz. and 4½-5 oz. weights.

*Full Grain Pigment Line* with natural or black backs in sides and bends in all colors desired in 3½-4 oz. or 4-5 oz.

*Mel-O-Tan Pigment Finished Leather* (line of slightly corrected glove type leathers) in sides and specialty bends in all desired colors and weights.

*Mel-O-Nap Line of Reversed Suede Type Leather* in glove tannage in sides and specialty bends in 3½-4 oz., and 4-5 oz. lots in Maple, Red, Cream, Russet Glow, Butternut, Pearl and Taffytone.

*Grantan Line of Mellow Side Leather* in elk or smooth in 2-2½ oz., 3½-4 oz., 4-4½ oz. weights in following colors: Flight Blue, Basque Red, Smoke, Ginger, Tropic Tan, Walnut, Sweetheart Blue, Turquoise Blue, Admiral Blue, Cherry Red, Fawn, Goldendale, Brownie, Town Brown, Sweetheart Pink, White, Avocado, White Bark, Fruitwood, Benedictine, Brown Berry, Moonstone, Shell Pink, Black, Flame, Panama, Pine, Honey, Cognac, Charcoal, Primrose Yellow.

*In attendance:* Harry Remis, A. Lerner, Albert Chalek representing the home office. Jeff Bender and Moe Sokol of New England. Paul Gerwin of Ohio. Don Stephens and Dave Barken of California. C. E. Hendricks of St. Louis, Mo. Frank J. Kelley of Milwaukee, Wisc. Merrill Stone of Nashville, Tennessee. Malcolm Schoenberg and Felix Levenbach of Philadelphia, Pa. Olan Files of Dallas, Texas. R. Mandler (Metro Leather Co.) of New York; and Robert W. Hart, Jr., of Canada.

### AGOOS LEATHER CO'S., INC.

Booth 31

*Agoos Doeskins* in Pecan Shell, Capri Blue, Avocado, Pompeian Red, Violet Haze, Spanish Tile, Flight Blue, Admiral Blue, Maple, Camelton, Cognac, Java, Chestnut, Town Brown, Moonstone, Smoked Pearl, Grey-smoke, Chromite, Verona Violet, Black and White Doeskin.

*In attendance:* L. E. Rosenberg, F. J. Guilfoyle, T. W. Madden, G. D. Sart, R. Rosenthal, W. G. Murdock, S. Farkash, M. Farkash, H. Farkash, L. Farkash, J. N. Griffith, John R. H. Ward.

### ALLIED KID CO.

Booths 17, 18, 19, 20

Glazed Kid. Vodelle Suede Kid. Maracain. Crystal Kid. Linings—Kid. Velvo. Meltona. Colt. Patent Kips. Sides and Kid. Stardust Kid. Regency Gold and Silver Kid. Softee Cow. Palatino. Side Leather—Elk, Smooth, Shag. Splits. Supletan. Buk-White and Dirty Buk. Prints. Butter-Soft. Vode Lustre Kid. In all the popular shades for Spring-Summer 1955.

*In attendance:* J. T. McCauley, M. Lowenstein, H. Agoos, R. E. Binger, M. Friedlander, N. Nieman, Mrs. D. Campbell, Miss H. O'Hara, E. Loewe, A. Schoenberg, P. McNeely, J. Mulroy, M. Schoenberg, J. Graham, J. Schweitzer, B. Collins, M. Fox, H. B. Avery, H. Stewart, J. Spille, H. Bear, R. Devine, C. Hendricks, M. Campbell.

### AMALGAMATED LEATHER CO'S., INC.

Booth 35

All Spring colors in both Glazed Kid and Suede. Full line of colors in Kid Linings. All new shades of

Brushed Leathers (Buckgoat) for men's shoes. A complete line of Iridescent and Pearl Finish Leathers. Soft Touch Hand Boarded Grain Leather. Snowite Ever Kleen Kips and Sides. Patent Kid. Gunmetal Patent. Genuine Reptiles.

*In attendance:* F. J. Blatz, E. C. Bunn, William Simpson, W. R. Becker, G. G. Kitchin, W. B. Heatzig, Walter Merewether, Louis Haupt, Thomas Dorrity, John Curran, Thomas Kelley, Peter Nadeau, J. W. Hollander, John D. Speakman, George Hofmann.

### AMDUR LEATHER CO., INC.

Booth 68

*Elk Sides:* specializing in White Elk, all sizes.

*Kips:* Extremes, regulars, and large.

*Chrome Splits:* Ooze Lining Splits in Waterlily, Grey, White, No. 21 Fawn, No. 63 Fawn, Pink, Light Blue, Light Green, No. 95 Beige.

*Chrome Retan Sole Splits* for hard sole California type shoes, slippers and street shoes.

*Slipper Splits:* Red, Copen Blue, Navy Blue, Royal Blue, Light Blue, Brown, Black, Green, Wine, Corn Yellow, Turquoise, Pink, Rust, Char-treuse, Buttercup Yellow, Grey, White Beige, Fuchsia, Purple, Emerald Green, Reindeer, Lavender, Cocoa, Charcoal Grey, Smoke, Copper.

*Chrome Splits* for all purposes—Workgloves, Finished, Dope Skiver Grain, Hand Splits, Playsuits and chaps, Specialty Splits.

*Workshoe Splits:* Black, Army Rus-set, Town Brown, Natural.

*In attendance:* Firm members: N. W. Amdur, S. G. Laties, A. E. Gitter. Salesmen and Agents: B. Alpers, K. Hirsch, H. Levy, C. Allen, W. Grafe, C. Kepner, K. Kepner, T. Dorrity, R. Miller, W. Melick, S. Liebman, G. Cumming, J. Mahler.

### WILLIAM AMER CO.

Booth 7

Glazed Kid. Black Satin Kid. Lining Kid. Ameera Kid. Rajette Garment Kid.

*In attendance:* Laird H. Simons, Jr., Harry J. Kohout, Henry V. Noonan. Sales Agents: William F. Mullins, Waldo L. Hart, Norman F. Baker, Charles A. Hart, James F. Donovan, Walter L. Mosbacher, Ray

# *Fine Leathers*

LEATHER CRAFTSMANSHIP AT ITS BEST

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WALDORF-ASTORIA HOTEL  
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QUALITY LINING LEATHERS

CASUAL AND DRESS SHOE

SIDE UPPER LEATHERS

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C. ALVIN COX  
PHILADELPHIA, PA.

WALTER N. SCHAFSTALL  
CINCINNATI, OHIO

THOMAS LEATHER CO.  
NEW YORK, N. Y.

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SUPERIOR SOLE ATTACHING CEMENTS

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**PRICED RIGHT FOR PRODUCTION**

In addition to greater adhesive strength, other features include:

- Faster Drying
- Overnite Tack Time
- Better flow from extrusion type machines
- NO STAINING when natural #20 is used on pastels

Ubagrip #20 and #21 are completely new sole attaching cement formulations developed with a neoprene base, thoroughly lab tested and proven in use on-the-line in recent introductory runs. The UBS standard of testing and proving, so you can be sure, assures you satisfaction and production savings.

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Chemical Co., Inc.**

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O. Schultz, George W. Newman, Jr., M. P. Brazill, Jr., A. A. Wakeford, Jr., Robert L. Stiles, Sr., Robert L. Stiles, Jr., C. Roy Fisher.

## AMERICAN BELLY TANNING CORP.

Booth 100

Full Grain Lining Bellies—Russet and Aniline. Full Grain Russet and Colored Sides. Full Grain Holster and Tooling Bellies. Craftan Russet and Colored Tooling Calf. Craftan Russet Tooling Kips. Tapir Shrunk Calf, Vegetable and Chrome, in all colors for men's and women's shoes.

*In attendance:* A. Dreher, M. Hadra, K. E. Jesselson, H. W. Becker, K. Fox, F. Goldmann, H. Larris.

## AMERICAN HIDE AND LEATHER CO.

Booths 86 and 87

*Men's Weights:* Willow Calf—full grain for men's dress shoes. Ascot Calf—aniline dyed full-grain premium line for better-grade men's shoes. Softan — full-grain aniline dyed kips and sides for casual shoes. Titan Sides and Kips combination tanned for men's and children's shoes.

*Men's Colors:* Bourbon, American Burgundy, Brandy, Smoke, Lariat Tan, Cordo, Charcoal Brown, Charcoal Blue, Charcoal Grey, Maple, Bamboo, Cordeau, Beaver.

*Women's Weights:* Rosebay Willow Calf—full-grain calfskin for dress shoes. Mirro Calf—a premium grade aniline line. Caper Calf—a new aniline dyed glove soft calfskin. Softan Kips and Sides—full-grain aniline dyed smooth or 4-way boarded for extra softness. Empire Kips and Sides—smooth and corrected. Ameri-grain Elk Kips and Sides. Bag leathers in coordinated colors in Willow Calf, Mirro Calf, and Empire Kips and Sides.

*Women's Colors:* Flight Blue, Admiral Blue, Avocado Green, Basque Red, Cherry Red, Flame Red, White Bark, Amber, Panama, Fruitwood, Pine, Ginger, Benedictine, Honey, Tropic Tan, Moss, Cognac, Town Brown, Moonstone, Charcoal Grey, Walnut, Vienna, Char-Red.

*In attendance:* Carl F. Danner, Stanley M. Rowland, Philip L. Light,

John Bates, Clyde B. Rycroft, George C. Scott, Raymond E. Walker, Philip MacDonald, John E. Rowan, John H. O'Neil, Francis Y. Rice, Lawrence A. Nusser, Frank Upton, DeFred G. Folts, Jr., John W. Daggett, Roy G. Julow, Otis H. Parker, Charles Green, Harry Getzov, Richard Willmes, Clayton Groth, Dorothy Anderson, Herbert Cohen.

## AMERICAN KID CO., INC.

Booth 67

*Glazed And Suede Kid and Cabrettas* in Flight Blue, Admiral Blue, White, Avocado, Town Brown, Charcoal, Sweetheart Pink, Cognac, Black.

*Glazed Cabrettas* in Basque Red, Cherry Red, Panama, Smoke, Fawn, Fruitwood, Ginger, Benedictine, Sweetheart Blue, Primrose Yellow and Tropic Tan.

*Lining Kid* in Miami Beige, Grey, Waterlily, Black and Brown W/P, Aniline and Pastel colors. Waterproof Lamb Linings to match.

*Slipper Kid.* Black and colors.

*Lamb Garment Suedes and Smooth* in new and leading colors.

*Smooth Capeskins* in Red, Admiral Blue, Flight Blue, White, Green, Army Russet, Black, Brown, Wine, Sweetheart Pink, Sweetheart Blue, Benedictine, Panama, Primrose Yellow.

*Hand Grained Morocco Smooth and Pasted Backs* in Red, Green, Brown and Black.

*In attendance:* Michael Gruskin, Herbert Gruskin, Robert S. Berman, Victor W. Heartel, J. R. Garside, Ray Larkin, Fred Wagner, George Weldon, Joseph Hickey, Louis Halle, Henry Halle, Otto Hasse.

## ARMOUR LEATHER CO.

Booth 10

Full grain Bokide (juvenile elk). Full grain Crystal dress. Corrected grain in Cossack dress, Skeet (juvenile elk). Ivory dress, Cosaline dress Babuck, Plapac (Moccasin). Full line of suede and ooze splits.

*In attendance:* Cyril Heselton, Frank Lemp, J. J. Barry, J. F. Daley, J. Hungler, P. C. Deninger.

## PETER BARAN & SONS, INC.

Booth 85

*Genuine Alligator Leather* in the latest Spring colors.

*In attendance:* V. P. Baran, M. L. Baran, V. E. Krossa, S. G. Mihalik, S. S. Cohen, C. E. Hendricks, F. J. Kelley, C. W. Sweeney, Jim Kelley.

## J. S. BARNET & SONS, INC.

Booth 30

*Calf*—Thorobred, Brawnie, Belmont, Aniline, Barlite, Baronet, Glowette, Barbuk, Barvel, Campus Calf.

*Demi-Veals*—Thorobred, Baravan, Aniline, Scone, Barbuk, Barvel, Glassboro.

*Barnet Suede.*

*In attendance:* Carl J. Barnet, Howard J. Barnet, Carl J. Barnet, Jr., Howard J. Barnet, Jr., Robert P. Eberlein, John G. Freeman, Robert J. Hecht.

## BARRETT & CO., INC.

Booth 102

*Lasticalf, Llama Calf, Angus Calf, Alpine Calf, Hyland Grain Calf, Scotch Grain Calf, Edinburgh, Briarhide Calf, Suede Calf.* In all of the regular season's colors plus the burnished tones on Llama Calf.

# QUEBRACHO EXTRACTS

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BRAND  
SOLID-ORDINARY

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BRAND  
COLD WATER SOLUBLE

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San Francisco, Calif.

Gonzalez, Ramirez y Cia  
Havana, Cuba

Yocum Faust, Limited  
London, Canada

The R. J. Vogel Company  
Mexico City, Mexico



*In attendance:* W. H. Barrett, Hunter L. Barrett, George J. Gutjahr, Robert Lyons, George J. Martin, George E. Poh, I. E. Vitkin, Irwin C. Wehmeyer.

## BEADENKOPF LEATHER CO.

Booth 101

*Glazed Kid* in Flight Blue, Basque Red, Black, Town Brown and other Spring colors.

*Glazed Slipper Kid* in Brown and all popular colors.

*Glazed Kid Linings* in Grey, Waterlily, Fawn, Black.

*Glazed Kid Soft-Glo Anilinings* in Waterlily, Grey.

*Kid Suede* in Black and colors.

*In attendance:* Jos. W. Hall, Ludwig Cahn, Herb Galpert, Peter Fогertey, Walter N. Schafstall, J. B. S. Holmes, H. K. Dugdale.

## BEGGS & COBB, INC.

Booth 53

*Grains:* SnoBuck, Komfi Kip, Playtog, Winchester, Wedgemere, Burlee, Dress Smooth.

*Splits:* Suedes, Ooze Linings, No-

Slips, Slippers, Sole Bends, Finished Linings, Dresshu, Workshu, Gussets.

*Women's Colors:* Flight Blue, Avocado, Basque Red, Cherry Red, Panama, Smoke, Benedictine, Honey, Tropic Tan, Brownie, Brown Berry, Cognac, Walnut, Dusk.

*Men's Colors:* British Tan, Corona Brown, Bourbon, Vintage, Beaver, and Cordeau, a new Charcoal Brown.

## BESSE, OSBORN & ODELL, INC.

Booth 12

*Lambskins* in all standard colors for quarter linings in ladies' shoes; also in special colors for sock linings for ladies' shoes.

*Natural Calfine* for shoe linings and boot linings.

*Heel Pad Leather* for military use.

*Hat Sweat Band Leathers.*

*Lambskins* in colors and saddle finishes for novelty use.

*Natural Calfine* for polishing wheels and other industrial use.

*In attendance:* Mildred F. Besse, Joan C. Besse, George A. Treat, Henry F. Bufalino, Frank H. Reed.

## BLANCHARD BRO. & LANE, INC.

Booth 46

Upholstery leathers, flexible shoe splits, shoe lining sides, russet leathers.

*In attendance:* S. B. Gay, G. J. Belzel, C. C. Gunterberg, J. C. Koeniger, Joseph Spiro, Graham Cleaves.

## CARR LEATHER CO.

Booth 59

*Women's Colors, Suede:* Moonstone, Maple, Black, Admiral Blue, Town Brown, Avocado, Sweetheart Pink, Flight Blue, Charcoal, Cognac.

*Smooth:* Flight Blue, Basque Red, Ginger, Avocado, Benedictine, Charcoal, Cherry Red, Town Brown, Black.

*Men's Colors, Brushed Leathers:* Camel, Black, Slate Grey, Charcoal Blue, Charcoal Brown, Prairie Brown, Desert Copper, Charcoal Grey.

*Grain Leather:* Black.

FOR  
QUALITY



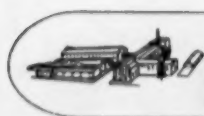
AND  
FASHION

## EASTERN TANNING DIVISION

- Suede Kid
- Lining Kid
- Glazed Kid
- Slipper Kid
- Lining Sheep
- India Buffalo Calf

## MERCERSBURG TANNERY DIVISION

- Vegetable and Chrome Tanned Side Leather
- Combination Tanned Sides
- Deep Buffs—Lining Splits
- Flexible Innersole Splits
- India Goat
- Pigskin
- Sealskin



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**All weights — All sizes**

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**KORN LEATHER CO.**

**Tanners of fine side and split leathers**

*White Buck Splits in all Weights a Specialty*

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Chicago and Milwaukee

**RUS. ANTON**

St. Louis, Mo.

**AL SCHWAB**

Ohio Territory

**JOSEPH HALL, INC.**

Rochester, N. Y.

**WM. T. DAVIDSON**

Los Angeles, Cal.

**JAMESON BROS.**

Dallas, Texas

**VOGEL HELMHOLTZ**

Penn., Md. and Va.

*In attendance:* Felix Carr, Maurice E. Carr, Jr., Emmett Keenan, James Burns, Leo Hamel.

## COLONIAL TANNING CO., INC.

Booths 94 and 95

*Patent Leather:* Black, White, Symphony Pink, Waltz Blue, Solo Grey, Bolero Red, Fandango Red, Concerto Red, Opera Pearl, Tempo Lime, Polka Brown, Largo Brown, Staccato Brown, Rhapsody Blue, Sonata Blue, Harmony Yellow.

*Velva* in White, Oyster White, Sweetheart Pink, Sweetheart Blue, Blue Turquoise, Orange Ice, Cosmo Rose, White Bark, Smoke, Golden Dale, Natural Saddle, Avocado, Flame Red, Cherry Red, New Benedictine, Brown Berry, Wyoming Blue, Smoked Pearl, Black, Shell Pink, Buttercup, Lime, Bishop's Purple, Panama, Taffytone, Amber Spice, Golden Wheat, Sea Shell, Basque Red, Irish Green, Tropic Tan, Cognac, Admiral Blue, Charcoal.

*Colotan* in White, Panama, White Bark, Basque Red, Cherry Red, Flight Blue, Blue 860, Honeycomb, Golden Dale, Ginger, New Benedictine, Tropic

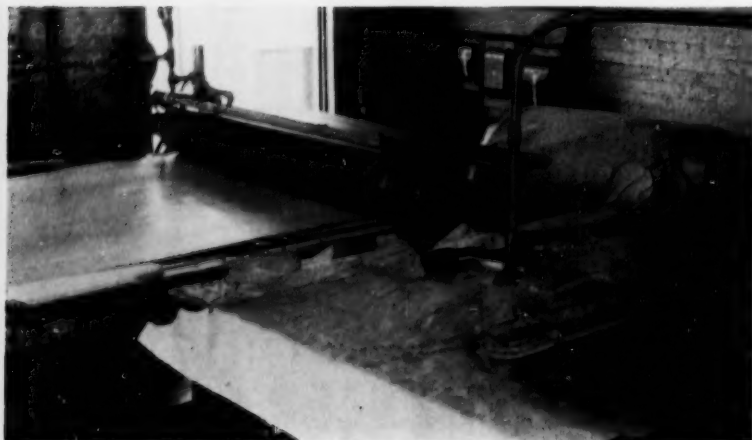
Tan, Cognac, Walnut Brown, Town Brown, Shell Pink, Sweetheart Pink, Sweetheart Blue, Blue Turquoise, Buttercup, Avocado, Flame Red, Moonstone, Smoked Pearl, Charcoal, Black.

*Suede Splits:* Black and colors.

Finished insoles. Fynap sueded lining splits. Chrome retan soles. Pearl Chrome soles. Duradoe slipper splits. Gussets—Army russet, black, natural, chocolate. Workshoe splits—Army russet, black. Side leather splits, black and colors.

*In attendance:* Kivie Kaplan, Joseph Kaplan, George Silva, John Mercon, Samuel Rubin, Joseph Doherty, Paul Conneville, Edward Goldfarb, Sam Davis, Carmine Nazarro, Cass Chesney, Harold Bernstein and Jane Wheeler. Colonial Representatives: Irving J. Fife, Phil Fife, Martin Fife, Aaron Zuckerman, Irving J. Fife Co., New York City; Irwin C. Wehmeyer, Milwaukee; Walter D. Cost, Cincinnati, Ohio; J. Harold Finen, Nashville, Tenn.; Ervin C. Manske, Sr., St. Louis; Mike Stiles and Robert Stiles, Jr., Philadelphia; Lou Frost, Montreal, Canada.

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An ever increasing number of tanners are swinging to the Indusco metal core brush and getting superior results. They find our brushes apply colors more evenly with less streaks and last longer than other metal core brushes.

**For Seasoning** We supply only the highest grade of pure bristle, unadulterated by inferior mixtures which wear unevenly and cause streaking.

We also offer a complete line of metal core brushes for other applications such as BOLSTER WASHING, BUFFING, OILING OFF, DUSTING, FEEDING, PLATE WASHING, AND OTHERS.

**We Offer** Superior Quality at Reasonable Prices.

## INDUSTRIAL

*Brush Company*

WOODSIDE AVENUE

LITTLE FALLS, N. J.

LEATHER and SHOES

## CRESTBRAND LEATHER CO.

Booth 37

*Reptilian grain calfskins and sides* in many different effects and colors, for Men's, Women's, and Children's shoes.

*Perforated basket weave designs* in Men's and Women's colors for Spring and Summer 1955.

*Men's brushed leathers* in Black, White Camel, Desert Copper, Slate Grey, Charcoal Grey, Charcoal Blue, Charcoal Brown and Prairie Brown.

*Women's suede splits* in White, Black, Flight Blue, Admiral Blue, Cognac, Moonstone, Charcoal Grey.

*Ooze lining splits* in Waterlily, Fawn, Grey, White, Yellow, Pastel Pink, Pastel Blue and Pastel Green.

*In attendance:* Thomas Cosgrove, Richard Brian, Philip Brian. Also, S. Farkash, Inc., New York City; Allen Leather Co., St. Louis; Walter J. Meyer, Cincinnati; Walter E. Hardtke, Milwaukee; Chase Kepner, Pennsylvania, and J. Pete Nadeau, Montreal.

## DONNELL & MUDGE, INC.

Booth 47

Cape Leather in White and colors for playshoes and slippers. Mira-

krome Lamb Quarter Linings. Mary's lambskins for sock linings. Smooth and Embossed Sheep and Lamb for the Leather Goods Trade. Aniline Saddle Lambs.

*In attendance:* H. P. Mudge, J. C. Romeos, R. A. Riesenberger, F. A. McDonald, Sol Leventer, A. A. Wakeford.

## F. C. DONOVAN, INC.

Booth 3

*Twintan:* in all Spring shades including several new aniline colors.

*Domoc:* in Spring shades and new aniline colors. For men's, women's and children's shoes.

*Navonod Linings:* for men's and children's shoes.

*Doval:* for upper leather and linings.

*Sof'Grain and Crush Grain:* in new aniline shades.

*In attendance:* C. T. Donovan, F. C. Donovan, Jr., C. R. Cavanagh, R. E. Wright, H. B. Avery, Jr., I. C. Wehmeyer, L. F. Davis, P. R. Donovan.

## DREHER LEATHER MFG. CORP.

Booth 103

*Randak:* Gold and Silver Kid, Skivvers, Colt. Genuine Domestically Tanned Alligators. Genuine South African Ostrich. Genuine Seal. Piggy suede, Spring colors including White, Flame Red, Pink, Cognac, Avocado Green. Softy Pig. Spring colors as above, including White. Lacing and Partition Goatskins. Black/White and Brown/White Slunks and Hair Calf.

*In attendance:* A. Dreher, F. Goldman, K. E. Jesselson, H. W. Becker, K. Fox, H. Larris.

## DUNGAN, HOOD & CO., INC.

Booth 58

Black Glazed Kid. Black Suede Kid. Black Cabretta. Blue Cabretta.

*In attendance:* Karl F. A. Hille, James F. Penrose, Fred A. McKennon, W. H. Edmunds, George Tufts, E. Stuart Draper, John Hennessey, Walter D. Cost, Horace H. Beaven, Chester Allen, Si Rosenberg, Joe Rosenberg.

## EAGLE OTTAWA LEATHER CO.

Booth 77

Shall feature a representative grouping of the new Spring and Summer colors for 1955 in Chrome and Combination Tanned, Smooth Boarded Elk, and Printed Leather.

*In attendance:* J. B. Hatton, Jr., E. K. Ellis, M. E. Burr, R. Olson and sales representatives from all our principal offices.

## EASTERN TANNING CO.

(Division of Loewengart & Co.)

Booth 32

Suede Kid, Lining Kid, Glazed Kid, Slipper Kid, Lining Sheep, India Buffalo Calf in all fashion colors as per Tanners' Council Color Card.

*In attendance:* Julius Loewengart, Adolph Kahn, Herbert Lind, Edwin K. Cleveland, George H. Curtis, Willis Altenderfer, Seymour Nesbit, A. R. Mueller.

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## METHODS



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Markem Methods are engineered to solve specific marking problems. The proper combination of a Markem marking machine, Markem type and Markem ink is matched to the individual requirements. Not only are the properties of the surface itself considered, but also local conditions of temperature and humidity together with your own handling techniques during production, storage and packaging. That is why it is so important that the Markem Method be followed completely.

When you have a marking problem, ask Markem about it. Send a sample of the item to be marked and details of your needs. Markem engineers have worked out practical solutions for many manufacturers. MarkeM Machine Company, Keene 14, N. H.





## EPHRAIM BRAUDE LEATHER CORP.

Booth 5

*Kips, Extremes and Regular Chrome-tanned Sides, Elk and Smooth in Admiral Blue, Avocado, Basque Red, Cherry Red, Panama, Smoke, Fawn, Ginger, Goldendale, Benedictine, Honey, Tropic Tan, Brownie, Cognac, Charcoal, Sweetheart Blue, Sweetheart Pink, Yellow, Turquoise, White, Black, Army Russet, Cherrytone.*

*Shrunken-grain Leathers in Maple, Mahogany.*

Kips and Extremes for handbags, belts, etc., in Black, Town Brown, Navy Blue, Red, White.

*In attendance:* William H. O'Connor, Vogel H. Helmholtz, W. M. Hen-son, Bill Davidson, Dave Murphy, Jerry Davis, Joseph Aylor, Max Wal-ler, Al Verdekai, James Randolph, Stephen Braude.

## JOHN R. EVANS & CO.

Booth 28

Ruby Black Kid, Peerless White Kid, Peerless Colored Kid. Evanette

Suede—Black, White and colored. Politan. Brogandi and Cara — shrunken grain goat and kid. Gold and Silver Kid. Luster and Metallic Kid. Peerless Kid Linings—in all popular colors. Evalamb and Sheep—in grains, Suede, and all popular linings. Shown in Women's and Men's official Spring 1955 colors.

*In attendance:* William F. Hickey, T. R. "Pete" Hickey, A. J. Redmond, R. W. Sheehy, Wills T. Engle, E. H. Geisler, D. O. Elliott, Milton Salomon, Joseph Rubinate, Don Stephens, Dave Barkin, Joseph W. Macpherson.

## FLEMING-JOFFE, LTD.

Booth 11

*All genuine reptile leathers:* Alligators, Alligator Lizards, Oriental Lizards, Bengal Lizards, Chandori Lizards, Iguana Lizards, Back Cut Oriental Lizards, Back Cut Chandori Lizards, Chameleon Lizards, Java Ring Lizards, Giant Lizards, Cobra Snakeskins, Chouri Snakeskins, Siam Snakeskins, Diamond Pythons, Rock Pythons, Royal Pythons, Boa Snake-skins, Ampalagua and Makassar Snakeskins.

*Official Tanners' Council colors,* including Flight Blue, Admiral Blue, Avocado, Basque Red, Cherry Red, Camel, Benedictine, Honey, Tropic Tan, Town Brown, Gunmetal, Sweetheart Blue, Sweetheart Pink, Parakeet. Also Blue Grey, Charcoal, Yellow, Alabaster, Ivory, Straw, Desert Sand, Burnt Mocha, Sapphire, a group of spangles and metallics and a collection of new promotional colors. Also a group of Snakeskins and Lizards with lustre finishes.

*In attendance:* Morris Joffe, Malcolm Fleming, Miss Dorothy Adams, Raphael Rudansky, Arthur Edelman, Howard Geiger, Herbert Ochs, Norman Packer, Henry Kramer, William Erhart, Arthur Petersen, John Freeman, John Metz, Jack Metz, George Newman, Lou Frost, Oskar Beck.

## JOHN FLYNN & SONS, INC.

Booth 84

*Glusshu:* Genuine Glove Tanned, uncorrected, full top grain Steerhide in the following colors: Ivory, Panama, Creme, White, Basque Red, Nevada Red, Pastel Pink, Pastel Blue, Pastel Yellow, Pistache, Canyon Sand, Bucktan, Turquoise, Willow, Butter-nut, Coppertone, Russet Glow, Taffy-

# Campello Shanks

MAKE GOOD SHOES BETTER



SOLD WHEREVER BETTER SHOES ARE MADE

CAMPELLO 69, MASSACHUSETTS

tone, Natural, Benedictine, Golden-dale, Copper Glow, Maple, Admiral Blue, Indian Pink, Indian Blue, Charcoal and Black.

*Gluevek:* Glove tanned, full top grain, light weight, Cowhide in all of the wanted colors.

*Lambshu:* Imported lambskins in all the wanted colors.

*In attendance:* George Fuller, David Price, Alexander Grant, William Fuller, Frank Brawley, Raymond Anglin.

## S. B. FOOT TANNING CO.

Booth 34

All popular types and colors of Smooth and Boarded Sides and Extremes—featuring White Elk in washable and regular finish, smooth and boarded.

*In attendance:* S. B. Foot, C. F. Dodge, J. W. Hultquist, C. A. Foley of Red Wing, Minnesota, F. J. Levi-seur, D. F. Rimoli, F. L. Broadbent of Boston. Walter P. Michels—New York. W. E. Grumbine—Hanover, Pa. Armin Kaufmann of Cincinnati, O. S. E. Engman—West Covina, Cal. Paul J. Klein of Milwaukee. H. T. Tankersley, F. J. Clausen, K. Dieckhaus—St. Louis.

## A. F. GALLUN & SONS CORP.

Booth 15

Aztec, Cretan, Eskimo, Norwegian, Wax Norwegian, Normandie, Viking, Apache, Tooling, Russcraft, Lintan, French Process Wax, Furniture, Grains, Lining, Domino, Baquette, Mandarin, Lucent, Bretan, Concord, Lido, Milwaukee, Ebony, Quarter-bright, Clyde, Kongo, Pigskin. In various colors and Black.

*In attendance:* E. A. Gallun, C. H. Moore, K. F. Norris, H. F. Miller, R. F. Maney, E. L. Peirce, F. C. Hathaway, S. A. Ely, M. H. Fraenderdorfer, J. G. Mahler, W. Wesseling.

## GARDEN STATE TANNING, INC.

Booth 49

*Wallet Leathers:* Full grain, corrected Grain-Calf finish (all colors).

*Luggage Leathers.* Upholstery Leathers. Table Top Leathers. Flexible Innersole Splits—Chrome Retan Splits. Splits for handbag, wallet and luggage. Shoe Lining Splits.

*In attendance:* Alexander H. Fried, Martin Fried, Zachary J. Dembo, Herman Siskind, Rudolph Tesa, Moe Rosner, R. J. Larkin, Joseph R. Kueven, O. B. Dahm, Harold I. Stewart, Benton W. Stewart, William Blain, Bud Stiles, Dick Treur, Curtis E. Dickerson.

## GARLIN & CO., INC.

Booth 107

*Genuine Buckskin* in White, Smoke and Cream.

*In attendance:* Robert J. Clements, Gene Farrell, Roy Frank, Paul E.

Gardent, Jr., Vogel Helmholtz, Harry Kreech, A. E. Piekenbrock, R. J. Piekenbrock, Russ White, L. James Risedorph, Walter N. Schafstall.

## GEILICH LEATHER CO.

Booth 21

*Cambi-Lux:* Smooth leather in men's and women's weights; Kips, Extremes and Sides. Black and colors.

*Cambi-Soft:* A softy type made in men's and women's weights. Kips, Extremes and Sides. Black and colors.

*Two-Tone Cambi-Grains:* Men's

## Honored Guest



We know this fellow well. We should — we've been doing business with the shoe industry for 170 years.

In that time "The FIRST" has handled just about every kind of financial problem in shoe production and marketing. And we lend more dollars to the shoe and leather industry than all other New England banks combined.

"The FIRST" has its own offices in Latin America, plus correspondent banking connections throughout the free world. We give you on-the-spot contacts with the world's principal leather, hide and skin markets.

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and women's weights, Kips, Extremes and Sides. Black and colors.

**Cambi-Cordovan Colors:** Cordovan color finishes in a variety of shades. Men's and Women's weights in Kips and Extremes.

**Cambi-Buck:** A fine sueded leather made in men's and women's weights—Kip/Extremes. White and Colors.

**Cambi-Ruff:** A Ruffie type leather sueded on the reverse side—in the same colors as Cambi-Buck. Kip/Extremes.

**Lining Leathers:** Full grain aniline Kip/Extremes. Corrected Grain Ani-

line Kip/Extremes. Corrected Grain Pigment Kip/Extremes/Sides.

Kip Splits. Bend Splits. Ooze Lining Splits.

**In attendance:** Harold D. Geilich, Simon H. Geilich, Charles M. Geilich, Mrs. Harold D. Geilich, Herbert Rote, William Frazier, Usher Spellman, Sumner Keith, Elcanna Petersen, Donald O. Elliott, Robert C. Bedford, Eugene Farrell, Roy Frank, Merrill Stone, Ernest Kahn, George Hymrod, Jr., Robert Sanders, Burton Sanders, Leonard Levy, Matt Amrose, Charles Nunn, Elmer Froelich, William Becker, Louis Haupt.

## GORDON-GRUENSTEIN, INC.

Booth 104

**Velour Suede Splits:** Black, Town Brown, Manoa, Russet, Redwood, Rust, Suncopper, Copper, Cocoa, Balanciago, Camel, Beige, Benedictine, Flight Blue, Navy Blue, Flagship Blue, Admiral Blue, Royal Blue, Pearl Grey, Avenue Grey, Slate Grey, Charcoal Grey, Wine, Basque Red, Parkway Green, Pepper Green, Emerald Green, Kelly Green, Pastel Blue, Pastel Green, Pastel Pink, White.

**Suede Linings:** Beige, Eggshell, Waterlily, Pearl Grey, Mouse Grey, Dusk Grey, Fieldmouse, Maple, White, Tan, Pastel Blue, Pastel Pink, Pastel Green.

**In attendance:** Harry H. Gruenstein, Gunther Baumbblatt, Tom Hartnett, Harry Hoppin, John G. Freeman, Neil Griffith, Alex Cook, Gus Bischoff.

## GRANITE STATE TANNING CO.

Booth 106

**Smooth:** Sweetheart Pink and Sweetheart Blue.

**Smooth and Elk:** White, Black, Avocado, Basque Red, Panama, Smoke, Ginger, Goldendale, Benedictine, Tropic Tan, Town Brown, Charcoal, Turquoise. Also, Walnut in smooth.

**Bag:** in Navy, Cherry Red, Graphite Grey, Wildwood, Auburn, Black and White.

**Glove Shoe** in Butternut, Grey, Taffytone, Russet Glow, Creme, Red, Tapioca.

**In attendance:** P. J. Considine, W. Russell Kean, Frank O'Neil, Jean Desjardins.

## THE GRIESS-PFLEGER TANNING CO.

Booth 38

Kip, Extreme and Large Sides in Aniltan, Combotan, Glotan, Plitan and Lozant Black Chrome. Beaver—Retan Sides. Bison—Chrome Sides. Comfotan — Sides. Lining Splits. Smoothie Upper Splits. Aniltan, Combotan, Comfotan, Glotan and Plitan will be shown in many of the Tanners' Council Official Colors for Spring 1955.

# QUALITY



## in an age of QUANTITY PRODUCTION

**SINCE 1861 . . .** before the coming of quantity production, Blanchard Bro. and Lane have been producing **QUALITY** leathers.

Moving forward with progress, they have never sacrificed **QUALITY** for quantity . . . You can be sure of **QUALITY** when you use

**. . . BUFFALO BRAND**

**ALL-FIBER INNERSOLES**  
Bark

**Chrome (Absorbatan)**

**FINISHED LINING SPLITS**

**WORK SHOE SPLITS**

**BUFFALO  
BRAND**



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**Quality Tanners Since 1861**  
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**RALPH SIMPSON,** 889 Montrose Ave., Columbus, Ohio

**RUDI WEIMANN,** 117 N. Robertson Blvd., Los Angeles, Calif.

**THE JOHN HARVEY LEATHER CO.,** 327 Arch Street, Philadelphia, Pa.

*In attendance:* Edwin T. Cady, Edwin B. Cady, William P. Erhart, Richard Fuller, Thomas S. Kiernan, Simon Tannenbaum, Robert C. Wind-ing, Wendell R. Bauckman.

## GUTMANN & CO., INC.

Booth 8

Shrunkun Softee, Boarded Softee, Smooth Gluv, Gluv Ski, Deluxe Gam-bola—all in the latest Spring colors.

*In attendance:* D. N. Gutmann, John R. H. Ward, J. W. Nicolls, Rodney Day, Robert Stern, A. Meyer, Jr.

## HAIGHT & CO., INC.

Booth 6

Chrome tanned calfskins for the shoe and handbag trades in all popu-lar colors. Pigment and aniline fin-ishes. Smooth and boarded. Soft calf.

*In attendance:* Eric N. Meakin, William A. Cunningham, Jr., Stan-ley Suchecki, George H. Curtis, Jr., Gideon Nelson, Walter N. Schafstall, Harry Kreech, Larry F. Davis.

## L. H. HAMEL LEATHER CO.

Booth 96

*Lining Kid—Glazed and Sueded:* No. 300 Grey, No. 323 Mocha, No. 327 Water Lily, No. 394 Grey, No. 311 Pink, No. 308 Blue, No. 309 Green, Black, Navy, Town Brown and White Kid.

*Aniline Lining Kid:* Gunmetal, No. 349 Wedgewood, No. 358 Beige, No. 359 Grey, No. 327 Water Lily, No. 311 Pink, Black, Navy, No. 362 Dark Brown, and No. 354 Red.

*Lining Lambskins — Glazed and Sueded:* No. 123 Mocha, No. 127 Water Lily, No. 194 Grey, No. 111

Pink, No. 108 Blue, No. 109 Green, No. 163 Beige, Wine, Black, No. 148 Honey Suede, No. 153 Special Tur-quoise.

*Aniline Lining Lambskins:* No. 158 Beige and No. 159 Grey.

*Slipper Kid:* Golden Brown, Wine and Blue.

*In attendance:* P. A. Hebert, George E. Hamel, W. Milton Hayes, Philip H. Collins, George W. New-man, Jr., Thomas E. Newman, John G. Freeman, Edward F. Hanlon,

James J. Connor, Henry L. Steskel, William G. Blain, Carson A. Stiles, John T. Quinn, George T. Leavitt, John L. Leavitt, Norman Nelson, Charance J. Roney, Robert W. Hart, and Ralph Wolf.

## THOMAS B. HARVEY LEATHER CO.

Booth 61

*Kid Suede:* Town Brown, Cognac, Maple, Flight Blue, Admiral Blue,



# Blackhawk Splits for

WORK GLOVES  
SHOE GUSSETS  
MOCCASINS  
SLIPPERS  
SOLES

Whatever your needs in quality splits for quality products,  
use Blackhawk for uniform goodness.

W. A. HOLCOMB, Cincinnati, Ohio . . . D. C. KENNEDY CO., St. Louis, Mo. . .  
A. J. & J. R. COOK CO., San Francisco and Los Angeles . . . H. H. BEAVEN CO.,  
Nashville, Tenn. . . . TANDY SALES CO., Albuquerque and Fort Worth.

# BLACKHAWK TANNERS

2171 S. FIRST ST. MILWAUKEE 7, WIS.





No. 126 Blue, White, Black, Moonstone, Avocado, Turquoise Blue, Shell Pink, Primrose Yellow, Basque Red, Oyster, Pine, Spanish Tile, Chromite, Charcoal, Fawn.

*Glazed Linings:* Beige, Grey, Waterlily, Pink, Green, Blue, Black.

*Slipper Kid:* Brown, Burgundy.

*Calf Suede:* Town Brown, Flight Blue, Black.

*In attendance:* Thomas B. Harvey, August Bischoff, Lawrence Pelzer, Thomas J. Hartnett, Harry Hoppin, Irwin C. Wehmeyer, Fred Carter,

James Foley, William Garver, Carl Ganter.

## HEBB LEATHER CO.

Booth 27

Kips, Extremes and Sides, in all popular colors. Gypsy, Nomad, Gluvhide, Crestan, Spartan in all seasonable colors.

*In attendance:* George S. Hebb, George S. Hebb, Jr., Gordon B. Hebb,

Seldon McKown, Walter Sweeney, Frank LaBrache.

## HITEMAN LEATHER CO., INC.

Booth 83

*Women's Colors Calf:* Black, Admiral Blue, Town Brown, Cafe Brown, Walnut, Turf Tan, Benedictine, Cherry Red, Basque Red, Charcoal, Wedgewood, Gun Metal, White Buck, Avocado.

*Men's Colors Calf:* No. 61, No. 51, No. 52.

*Women's Colors Aniline Calf:* Briarwood, Chestnut Brown, Benedictine, Golden Brown, Persimmon, Rust, Ginger Buck, Honey, Avocado, Alabaster, White Buck, Beige Pine.

*Pearl Calf:* Pastel Shades, Copper Tones, Black, Blue, Red, Brown.

*Bark Tanned Calf:* Lining Leathers in natural colors and Black. Wrist Watch Leathers in Black and colors. Belt Leathers in Black and colors.

*In attendance:* George J. Hiteman, Ralph E. Toye, C. R. Williams, C. K. Hardenburg, Wm. B. Heald & Co., H. T. Tankersley, A. Verdekai, V. Helmholtz, Wm. Davidson, T. Dorrity, P. Stevens, J. Kramer.

## HECHT AMERICAN CORP.

Booth 22

Alligators. Whip Snakes. Back Cut Agra Lizards. Back Cut Bengal Lizards. And other Reptiles. In all Spring and Summer 1955 colors.

*In attendance:* William Baumgart, Emil Maier, George Brenner.

Non-Ionic Cationic Anionic

**POLYSAN\* 73** Cod Oil Base

For vegetable and vegetable chrome combinations

**POLYSAN\* 83** Coconut Oil Base

For white leathers

**POLYSAN\* 93** Neatsfoot Oil Base

For regular chrome tannages

These three, new, combination oils are highly concentrated with a moisture content of only 6%. They will provide better results on ANY tannage and ANY color while eliminating one or more tanning operations.

For complete information as to their most effective use, write, wire, or call—TODAY.

\*Reg. U. S. Pat. Off.



**REILLY\*WHITEMAN\*WALTON** Company

CONSHOHOCKEN, PA.

## HORWEEN LEATHER CO.

Booth 66

Shell Cordovan Shoe Butts, including the light colors. Popular colors in the new Soft Shrunken Type Grain Sides. All colors in "Glengarry" Aniline and Corrected Grain Print Sides. Aniline "Chromexcel" Waterproof in Dark Brown, Brown and Tan. "Chromexcel" Retan in colors and black, also Chocolate and Black Waterproof. Athletic Goods Leathers for baseball gloves, aniline football, soccer, and golf grip.

*In attendance:* Arnold Horween, Harold Kaye, Arnold Albuquerque, Frank Hansen.

## HOFFMANN-STAFFORD TANNING CO.

Booth 76

Aniline Dyed, Glove Cowhide in Cream, Pearl, Red, Black, Tan and Butternut for moccasins and playshoes.

*Soft Cowhide for Shoe Lining.*

*Flesh Finished, Aniline Dyed Cowhide for Lederhosen.*

*In attendance:* William F. Schumann, Jr., Arthur R. Schumann, Joseph Lanigan.

## HOWES LEATHER CO., INC.

Booth 57

*Women's Colors for Spring and Summer 1955 in Smooth Leathers:* Flight Blue, Avocado, Basque Red, Panama, Smoke, Fawn (a new camel shade), Goldendale, Benedictine, Tropic Tan, Moonstone, Charcoal (a new charcoal grey), Sweetheart Blue, Sweetheart Pink, Primrose Yellow, Turquoise Blue, White, Black.

*Men's Colors for Spring and Summer, 1955, in Smooth Leathers:*

*Smoke, Sorrel Tan, British Tan, Beaver, Cordeau (new cordovan shade), a new Charcoal Grey, Black, No. 217 Brown, No. 536 Red, No. 932 Aniline.*

*Grained Leathers:* Brown Levant, Tan Levant, Black Levant.

*Splits:* Lining, Workshoe.

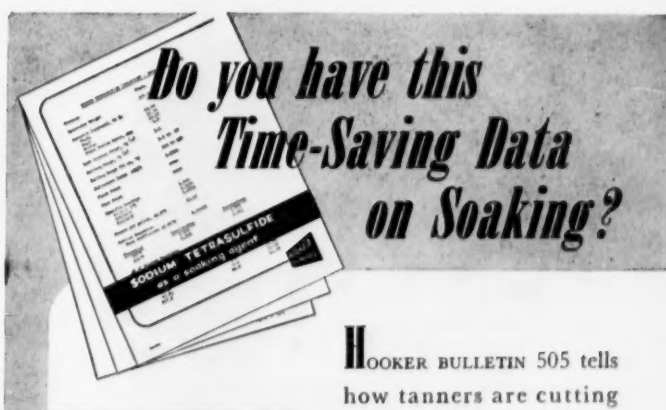
*In attendance:* J. J. Caulfield, B. T. Rogers, Irving Pines, A. Boss, R. F. Schanzle, T. F. Carfagno, J. H. Tipton, C. S. Howell, Clay Caroland, C. A. Simpson, M. A. Sweeney.

## HOYT & WORTHEN TANNING CORP.

Booth 16

*Sheepskin Skivers* (vegetable tanned) and (chrome tanned) in women's colors, regular and Pearl Lustre, for Spring and Summer, 1955, as follows: Romance Aniline Leather, for laminated shoes; Ladyslipper Stainless Sock-Lining Leather, for women's shoes; Romance Stainless Handbag Leather, for Ladies' Handbags and Belts.

*In attendance:* Charles L. Hoyt, John W. Eisenhut, Myles D. Moylan,



### TANNERS REPORT SAVINGS UP TO THREE DAYS

Skins soaked only 24 hours in water at 65° to 70° F., containing 0.7% Hooker Sodium Tetrasulfide, are sufficiently softened for drumming.

Even flint dried steer hides are frequently ready to process after only 48 hours in the same strength solution.

A 24-hour soak for green salted hides and skins, in 0.3% Hooker Sodium Tetrasulfide solution, gives cleaner hides, more uniform tannin distribution, a higher leather yield.

### HOOKER ELECTROCHEMICAL COMPANY

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LOS ANGELES, CALIF. • TACOMA, WASH.

CAUSTIC SODA • MURIATIC ACID  
PARADICHLOROBENZENE • CHLORINE  
SODIUM TETRASULFIDE • SODIUM SULFIDE



**H**OOKER BULLETIN 505 tells how tanners are cutting soaking time in half by using Hooker Sodium Tetrasulfide solution. It describes uses and advantages of this time-saving and money-saving new chemical. A request on your company letterhead will bring you a copy.

The Hooker technical staff, constantly at work on processing needs of the leather industry, is always on call for help in solving your particular problems.

S. L. Worthen. New York Sales Representative on Romance Stainless Handbag Leather: Hermes Leather Co. In attendance: Karl Herrscher and Harold Dreyfus. St. Louis Sales Representative on Ladyslipper Stainless Socklining Leather and Romance Aniline Leather for laminated shoes: Dred A. Lyons & Co. In attendance: Bob Lyons. Cincinnati Sales Representative on Ladyslipper Stainless Sock-Lining Leather and Romance Aniline Leather for laminated shoes: Joseph B. Aylor.

## E. HUBSCHMAN & SONS, INC.

Booth 71

*Women's:* All Spring and Summer 1955 shades in Regular, Aniline and Lumina finish.

*Men's:* All shades in 200-400 and 1000 Line Leather.

*In attendance:* Milton Hubschman, Edward Young, Paul Aloe, James Brennan, Robert Slattery, Robert Slattery, Jr., Joseph Flaherty, Albert Huesing, John Slattery, F. J. Kelley,

and Mrs. Dorothy Fox Davies (Fashion Director).

## HUNT-RANKIN LEATHER CO.

Booth 4

*Women's:* Infanta Calf and Velveta Calf in Flight Blue and Cherry Red. Velveta Calf and Bucko Calf in Admiral Blue, Maple, Town Brown, Charcoal. Infanta Calf, Velveta Calf and Bucko Calf in Cognac. Infanta Calf in Walnut.

*Men's:* Velveta Calf and Bucko Calf in Desert Copper, Slate Grey, Charcoal, Camel. Cavendish Calf in Corona Brown.

*In attendance:* Philip K. Pearson, Ralph W. Dickson, James J. Lenahan, J. Rushforth Garside, J. E. Graham, Peter Fogertey.

## IRVING TANNING CO.

Booth 81

*Types of Leather:* Irvana Elk Sides, Irvana Smooth Sides, Smooth Uniglove Sides, Full Grain Finished Uniglove, Full Grain Dyed Uniglove, Soft Full Grain Sides, Irvalex Sides, White Unibuc Sides, Irvana Handbag Sides, Unique Smooth Sides, Luxtan Smooth Sides, Leisure Grain Sides, Buctan Sides, Velnap Suede Splits, Chrome Retan Sole Splits, Brushed Suede Splits, Slipper Sole Splits, Unimoc Work and Dress Smooth Splits, Finished Lining Splits.

*Women's Colors:* White, Canyon Sand, Smoke, Primrose Yellow, Shell Pink, Sweetheart Pink, Sweetheart Blue, Panama, Honey, Goldendale, Taffytone, Basque Red, Cherry Red, Flight Blue, Turquoise Blue, Grey Steel, Avocado, Mint Green, Burgundy, Benedictine, Copper Glow, Russet Glow, Tropic Tan, Brown Berry, Army Russet, Flesh, Opal, Sun Red, Equator, Charcoal, Moonstone, Red, Green, Black.



*Manufacturers of  
Leather Finishes*

**NEWARK  
LEATHER FINISH CO.**

8 WILHELM ST.

HARRISON, N. J.

Telephone: Humboldt 5-3470-3471



## Stylizing with Calco® Dyes

**CALCOMINE\* GREEN  
BY CONC.**

*to bring out the best  
in your suede blacks*

**CALCOCID\* MILLING  
GREEN 6B CONC.**

*a versatile blue-green  
for grain and suede*

Color puts your best foot forward . . . when you choose efficient, dependable, uniform Calco dyes:

### **CALCOMINE GREEN BY CONC.**

— long popular for shading black suede, side and split leathers. Its blue-green shade, penetrating qualities and low cost make it economical to tone black suedes.

### **CALCOCID MILLING GREEN 6B CONC.**

— a favorite for use in all dyeing methods on grains and suedes; outstanding for levelness, brightness, blueness of shade. Also an excellent dye for shading suede navies.

For further information on these and other top-quality dyes for leather, consult your Cyanamid Dyestuff representative.

\*Trade-mark



**AMERICAN Cyanamid COMPANY**

**DYESTUFF DEPARTMENT  
BOUND BROOK, NEW JERSEY**

NEW YORK • CHICAGO • BOSTON • PHILADELPHIA • CHARLOTTE • PROVIDENCE  
LOS ANGELES • PORTLAND, OREGON

**NORTH AMERICAN CYANAMID LIMITED  
DYESTUFF DEPARTMENT  
MONTREAL AND TORONTO**



*Men's Colors:* Charcoal Brown, Cordeau, Smoke, Bamboo, Natural, Glow Tan, Ambertone, Charcoal Grey, Brown, Bronco, Mustang, Oxheart, Black, Sorrell Tan, Charcoal Blue, American Burgundy.

*In attendance:* Max Kirstein, Harvey M. Kirstein, S. L. Stockman, Emery I. Huvos, William V. Krupsky, Robert E. Lecraw, Russell Hockridge, Milton Salomon, William Sandbank, W. A. Hartwig, J. C. Henley, J.

Michael Henley, Robert O. Bardon, C. W. Cumming, Emmett R. Jamieson.

# KIRSTEIN LEATHER CO.

Booth 52

All popular colors for Spring and Summer, for men's, women's and children's shoes, in all weights in Kips, Extremes and Sides. Olympic Glove type leather also in all colors. Olympic Glove type leather Drum

Dyed in 5 and 5½ oz. weights. Milano Kips, a Glove Type Leather in L & LM weights. Printed Sides in Scotch Grain. Kirltan Llama grain leather in Kips, Extremes and Sides.

*In attendance:* David Kirstein, Daniel Turkanis, Jack Finegold, Edward Harrigan, Jacob Freeman, William H. Dimond, Jack Kramer, Charles Ulrich, Julius Vermut, Edwin K. Cleveland, Robert Porter, Phill Ott, Bernard Goliger, Peter Fogarty.

# I. M. KAPLAN, INC.

Booth 36

*Featuring* Leather Mesh. Printed Leathers in the following colors: Flight Blue, Admiral Blue, Cherry Red, Panama, Smoke, Ginger, Goldendale, Town Brown, Charcoal Grey, Charcoal Brown, Gunmetal, Shell Pink, Primrose Yellow.

*In attendance:* I. M. Kaplan, Eliot Kaplan, Ernest Nichols, Walter Ziegler, Joseph Hess.

# KORN LEATHER CO.

Booth 82

Complete line of side leathers in black and white and all popular colors in smooth and elk finishes. All weights for women's and children's lined and unlined shoes. Combination tanned leathers in men's and loafer type colors and weights. Complete line of chrome splits for dress, work shoe, novelty, moccasin, and slipper trade, including suedes, upper-stock, linings and retanned sole splits.

*In attendance:* H. Salloway, B. Simons, D. Morse, R. Black, M. Farkash, H. Farkash, A. Schwab, J. Hall, V. Heartel, V. Helmholz, Jamieson and R. Anton.

# KROY TANNING CO., INC.

Booth 9

*Chrome linings:* Beige, grey and waterlily.

# HOMASOTE HEELS and WEDGES

by

# SHOE PRODUCTS COMPANY

32-36 LYNCH ST., BROOKLYN 6, N. Y.

ONE OF THE HOMASOTE COMPANY'S  
AUTHORIZED AGENTS

OUR HEELS AND WEDGES ARE TURNED —  
MOLDED — SLOTTED — SCOOPED — TO YOUR  
EXACT SPECIFICATIONS . . . . PITCHED  
BACK OR SIDE . . . . AS NEEDED.  
FLATS, SLOTTED, SCOOPED  
OR ANY COMBINATION

HEIGHTS TO 10/8's

*Samples and Prices on request*

"Specialists in turning of Homasote Heel and Wedge Board"

*Vegetable linings:* Beige, grey, waterlily and pastels.

*Suede linings:* Beige, grey, waterlily and pastels.

*Cape linings:* Green, red, blue, black, white and all pastels.

*Glazed amber, ivory and aniline linings.*

*Waterproof linings:* Black, brown, blue, red and green.

*Novelty leather:* All latest designs and embossings.

*Garment suede:* All colors, split and unsplit.

*Chrome lamb uppers:* Black, brown, white, and all pastel and high colors.

*Garment cape:* All colors.

*Cooper process lambs.*

*In attendance:* Irving Gushen, G. Gushen, J. Korkes, G. E. Hymrod, Jr., W. E. Hardtke, W. P. Davidson, G. H. Curtis, Jr., G. Nelson, M. Farkash, L. Farkash, H. Farkash, W. Rhodes.

**A. C. LAWRENCE LEATHER  
CO.**

Booths 40-41-42

*Devon calfskin:* semi-aniline finished in all current spring women's shades.

*Polo calfskin:* aniline finished for men's highgrade shoes.

*Saxon calfskin:* Mellow semi-aniline finished for men's shoes.

*Duro calfskin:* in six shades for men's shoes.

*Tweed:* specially boarded calfskin in five shades.

*Braemore:* aniline finished calfskin, very mellow, distinctly grained for men's highgrade shoes.

*Moccasin:* special heavyweight semi-aniline finished calfskin for men's highgrade moccasin shoes.

*Anilsoft:* Very supple aniline finished calfskin for women's shoes.

*Moda Handbag:* all current shades for spring in highgrade handbag leather.

*Keena side upper:* brings quality to any shoe, its finish adding life and lustre to men's, women's and children's shoes. In black and wide range of fashion colors.

*Gun Metal:* chrome-tanned leather for the new light look; in side upper leathers, supple and mellow, in a range of light and dark shades for men's, women's and children's shoes.

*Glasgow Elk:* for quality casual footwear, in white and colors.

*Uneeka side upper:* full grain, chrome-tanned, in brown and white for children's, and browns for men's.

*Black Diamond Patent.*

*Holiday Ranchide:* butter-soft, feather-light leather for ballerinas

**THE BEST FOR LESS**

# **Demand Genuine Homasote Heelboard H.W.**

*Fills the casual need*

**Sold only through established  
heel manufacturers**

**2/8 TO 10/8**

**WEDGIES • SPRING HEELS • FORE PLATFORMS**

*The ultimate in consumer satisfaction*

**We would be glad to recommend  
a heel manufacturer**

**HOMASOTE COMPANY**

**Trenton 3, New Jersey**

and women's lightweight casuals, in a wide range of colors.

*Barilla linings:* for women's high-grade shoes.

*Chrome linings:* for women's popular-priced shoes.

*Playshoe:* a firmer type of upper leather.

*Lawroshoe:* soft cape for soft-soled turned slippers and soft vamp linings; a full-grained leather for soft-vamp lining combined with upper.

*Lustre linings:* pearl lustre finish for novelty effect to combine with uppers, such as lustre calf uppers.

*Mouton shearlings:* high quality for boot cuffs.

*Electrified colors:* colored shearlings for soft-soled turned slippers.

*Capelt:* shearlings with colored backs for slippers.

*Shulamb:* especially tanned shearlings for shoe linings.

*Nutan:* for slipper linings and cuffs.

*In attendance:* H. N. Goodspeed, S. N. Nectow, S. Palmer, W. H. Merchant, H. J. Somers, J. T. Johnson, W. C. Abbot, S. A. Spaulding, J. E. Packard, plus representatives from sales offices.

## LEGALLET TANNING CO.

Booth 50

*Glove-Tanned Moccasin and Garment Leathers:* In the following natural shades: cream, champagne, willow, turquoise, red, and pearl. Also in the following finished shades: cream, red, black, light blue, white, royal blue, turquoise, champagne, navy blue, rust glow, golden tan, charcoal, grey, pink.

*In attendance:* S. E. Miller, P. Wedseltoft, E. F. Cox, C. G. Allen, J. A. Dauer, R. W. Troeger.

## G. LEVOR & CO., INC.

Booth 55

White Kid, Cabretta and Kip;  
White and Colored Flexy; White and

Colored Calf; White and Colored Garment Glace.

*In attendance:* S. Rothschild, G. A. Rothschild, R. S. Rothschild, F. H. Miller, G. W. Newman, Jr., C. S. Lowell, F. Hitchings, A. A. Wakeford, Jr., G. J. Platt, S. Leventer, S. Kofsky, F. Holbrow, H. A. Cohen, L. Frost, R. L. Stiles, Jr., J. G. Mahler, J. T. Quinn.

## J. LICHTMAN & SONS

Booth 29

*Swagger Buck:* Brushed leather in all popular spring colors, for men's, women's and children's shoes and personal leather goods.

*Berkshire:* glove-tanned sides in current shades for men's, women's and children's sport shoes and moccasins, and personal leather goods.

*Lining sides and kipskins:* full grain and corrected.

*Splits:* suede, ooze, finished, retan, and flexible.

# AT THE ALLIED SHOW

*see the new*

## FALL FASHION COLORS

**TEREK\***  
LEATHER  
CLOTH

**TERSON\***  
VINYL RESIN  
COATED FABRICS

**ROOM 939 -- BELMONT PLAZA  
NEW YORK CITY**

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**CARR  
CALF**

*A Fashion Influence  
and Prestige Builder*

**BOOTH 59**

WALDORF-ASTORIA

AUG. 31 - SEPT. 1

**B**eauty of color . . . in all the artistry of Carr-Calf craftsmanship is embodied in the above illustrated women's advance Spring shoe creation. Outstanding shoe designers chose Carr's NEW CHERRY RED smooth calf, with its rich, high gloss and color-fast, semi-aniline finish, for this original Spring shoe design.

The distinctively fashion-right glossy sheen, which makes this season's Carr-Smooth calf a standout in the world of shoe fashions, is but one of many tanning accomplishments. These cover over 50 years of specialization in the art of calfskin tanning, processing, coloring and finishing.

**CARR** LEATHER COMPANY

TANNERY, PEABODY, MASS.

BOSTON OFFICE, 183 ESSEX ST.



*In attendance:* F. C. Atkinson, H. A. Cohen, O. B. Dahm, C. R. Fisher, J. Gross, G. F. Weldon, R. Noonan, R. J. Larkin, C. Lichtman, F. J. Lichtman, J. Lichtman, J. P. Monahan, G. W. Newman, D. C. Sleeth.

## LOWENGART & CO.

Booth 24

Vegetable and Chrome Tanned side leather; Combination-Tanned sides; Deep Buffs, Lining Splits; Flexible Innersole Splits; Chrome Retanned Splits; Double Steer Shoulders for men's and ladies' belts; India Goat; Pigskin. All in the Tanners Council's new spring colors.

*In attendance:* A. Lowengart, S. Lowengart, M. James, R. Lowengart, M. Lowengart, R. Steinberg, G. H. Curtis, A. R. Mueller, E. K. Cleveland, W. Altenderfer, S. Nesbit, J. Lanigan, J. Wormser.

## HERMAN LOWENSTEIN, INC.

Booth 65

*Aniline calf:* in black and colors.

*Lustre calf:* pearl finish, in black and colors.

*Technicalf:* in black and colors.

*Gama suede:* men's and women's weights, black and colors.

*Genuine China Buck:* men's and women's weights, white and colors.

*Kafalope:* cork calf for men's shoes.

*Satin patent:* in colors.

*Specialty linings.*

*In attendance:* R. Correll, Miss Barbara Trent, H. G. Kaye, C. Recht, F. Seimet, M. Grossman, R. Volgel, J. A. Barnes, H. Bohren, D. Bush, A. Albuquerque.

## MALIS LEATHER CO.

Booth 93

*Aniline Play Tan Kid:* Admiral blue, basque red, cherry red, panama, Benedictine, silver tip grey, shell pink, sweetheart blue, primrose yellow.

*Play Tan Kid:* All fashion shades.

*Glazed Kid:* White and fashion colors.

*Gloria Glove:* All fashion colors.

*Play Tan Pig:* leading fashion shades.

*Black suede kid.*

*In attendance:* S. S. Malis, L. L. Malis, Jeff Benderm, I. Pine, F. Lyons, W. Meyer.

## MARCUS FORSCHER & CO.

Booth 105

*Suede kid:* In black, brown, blue and all outstanding spring shades.

*Suede calf:* Black, brown, blue and all outstanding spring shades.

*Grain calf:* Black and all leading spring shades.

*In attendance:* M. H. Lewin, H. Gruenstein, D. C. Davidoff, D. Henwood, S. Lewin, A. Kinckiner, R. Davidoff, M. Bergman, J. Randolph.

# the Sheridan Press

Wherever fine embossing and smooth plating is done you will find a Sheridan Press doing it best and most economically. Sheridan Presses are engineered to meet the most exacting requirements of the tanning industry.

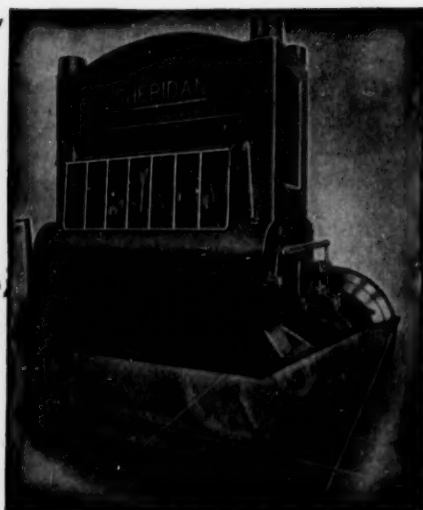
## T. W. & C. B. SHERIDAN COMPANY

Established 1855

129-135 LAFAYETTE ST. 600 W. JACKSON BLVD.  
NEW YORK CHICAGO

183 ESSEX ST.  
BOSTON

52/54 HIGH HOLBORN, LONDON, W.C. 1, ENGLAND



## McNEELY & PRICE CO.

Booth 75

*Glazed kid*: Black, white and colored.

*Suede kid*: black, white and colored.

*Glazed linings*: quality types, includes black waterproof.

*Slipper leather*: all standard shades.

*Crushed kid*: White, black and colored.

*In attendance*: W. C. Koenig, G. H. McNeely, Jr., plus territorial representatives.

## MERRIMACK LEATHER CO.

Booth 45

*Elk and Smooth Sides, Upper Leather Heads*: in all prevailing colors—admiral blue, basque red, cherry red, white bark, panama, smoke, pine, benedictine, town brown, charcoal, white, black.

*In attendance*: H. A. Abrams, W. I. Jebb.

## R. NEUMANN & CO.

Booth 108

*Kips and Extremes*: Beaver Grain, Levant Grain, New Fine Grain (mellow finish), Crushed Lush, Reptilian and Conventional Grains.

*Kips*: Lush finish.

*Domestic and Buffalo Calf*: aniline glazed reptilian reproductions.

*South African Ostrich*.

*Seal Skins*: Watermark and medium grains.

*In attendance*: R. Bernheim, P. G. Bernheim, M. Kornreich, A. Barci, R. J. Clements, P. Gardent, R. Frank, E. Farrell, W. J. Meyer, A. T. Karow, R. Karow.

## NORTHWESTERN LEATHER CO.

Booth 14

*Smooth Pac, Tamarac, Mackinac*: Combination-tanned smooth leathers,

semi-aniline and aniline finished, various weights and colors.

*Soonac*: Chrome-tanned smooth leathers, various weights and colors.

*Elko, Sootan*: Chrome-tanned boarded "sport elks," various weights and colors.

*Bristol Grain, Angus Grain, Tartan Grain, Essex Grain, Cardiff Grain, Whippet Grain*: Chrome and combination tanned printed sides, aniline finish, various weights and colors.

*Custom Grains*: mellow, chrome-tanned, sides and extremes—aniline two-toned finish in various prints and colors.

*Snopac, Tanbark*: 5 to 5½ ounce waterproof, dark chocolate, aniline brown, and colors.

*Northwest Mounted*: 5 to 5½ ounce boarded chrome-tanned elk in black, Army russet, and wine colors.

*Kitchener*: 5 to 5½ ounce retan in black, natural and colors.

## OF CURRENT IMPORTANCE TO TANNERS

**QUEBRACHO EXTRACT** now more economical

We sell guaranteed 66%—no charge for extra tannin  
Highest possible quality

Analysis by **RECOGNIZED INDEPENDENT** samplers and analysts for  
Tanner's protection.

**SOUTH AFRICAN WATTLE EXTRACT — H.E.C. Brand.**

Now limited supply — increasing supply by January.

**FRENCH CHESTNUT EXTRACT**—Lion's Head Brand produced by  
**PROGIL** — Send for free new booklet with more introspective information on Chestnut Extract and its uses than has heretofore been published.



## TANIMEX CORPORATION

*Empire State Building*

*New York 1, N. Y.*

*In attendance:* T. L. Tewksbury, R. L. Pope, Jr., H. M. Schaffer, R. Fisher, W. A. Cunningham, F. A. Harding, Jr., C. R. Kilham, G. T. Leavitt, J. Leavitt, A. R. Mueller, J. G. Mahler.

## THE OHIO LEATHER CO.

Booth 56

*Women's Calf:* Flight blue, admiral blue, flame red, scarlet, cherry red, cameo, fawn, ginger, benedictine, almond, tropic tan, mocha, cognac.

walnut, town brown, graphite, sterling, white, jill, jetta black.

*Women's Aniline Colors:* Antique amber, ginger, oak, hazelnut, mocha.

*Men's Calf:* Sorrel tan, British tan, corona brown, bourbon, Havana brown, American burgundy, charcoal brown, charcoal grey, charcoal blue, white, black jetta, saddle gold.

*In attendance:* R. R. Simpson, R. H. Ewe, S. E. Rawson, G. H. Mealley, Miss Naomi Sloan, J. F. Murphy, C. Childs, L. J. Petrie, J. T. Johnston,

C. Lowell, W. Moseley, W. Boerner, H. F. Wilson, F. Hitchings.

## OVERSEAS COMMERCE CORP.

Booth 39

*Genuine Reptile Leathers:* All the women's spring-summer colors.

*In attendance:* B. Michelin, D. Eisenberg, Mrs. Helen Miller, A. E. Cope, W. Ziegler, R. J. Lessard.

*For that high style  
expensive look use **PIPING***



(TRADE MARK U. S. PAT. OFF.)

And Now a New Companion for Stixtite Piping

## "MOLDSTITE"

Seamless Suedine Bias Binding

Choose right { Choose STIXTITE  
Choose MOLDSTITE

WE ALSO MANUFACTURE

PLATFORM AND INNERSOLE BINDINGS in leather and imitation  
TOP BINDINGS AND FACINGS — FOLDED AND PLAIN STRIPPING

## UNITED STAY COMPANY, Inc.

222 THIRD ST., CAMBRIDGE 42, MASS.

## Room 1023 Allied Show

### AGENTS

O. B. Dahm—  
1002 Locust St.,  
St. Louis 3, Mo.  
Arthur K. Meyer Co.—  
1206 So. Maple Ave.,  
Los Angeles 15, Calif.  
Wm. B. Heald & Co.—  
549 W. Randolph St.,  
Chicago 6, Ill.  
John G. Traver & Co.—  
141 No. 4th St.,  
Phila., 6, Pa.



Edward F. O'Brien  
P. O. Box 505  
Moravia, N. Y.

Julius M. Waltheimer—P. O. Box 741, Port Elizabeth, So. Africa

*A "Stixtite" Piped Shoe is a Smartly Piped Shoe*

### AGENTS

Robert Sanders, Inc.—  
60 Gold St., New York 38,  
N. Y.  
Carl Giesenberg—  
308 East Third St.,  
Cincinnati, Ohio  
McDowell & Lincoln, Ltd.—  
4428 St. Lawrence Blvd.,  
Montreal, Quebec, Can-  
ada—77 Ontario St., So.  
Kitchener, Ontario, Can-  
ada—506 St. Valler St.,  
Quebec, Quebec, Canada.

## PFISTER & VOGEL TANNING CO.

Booth 43

Playshu, Pevee, Velours, Velo, Lotus, Vagabond, Mocco, Elk, Econo, Zenith, Juvenile, Ski Grain, Nimrod, Wiscona.

*In attendance:* E. H. Buettner, C. F. Tarbox, R. F. Lyons, C. A. Stiles, G. O. Wales, J. T. Justen, J. R. Olson.

## PRIME TANNING CO., INC.

Booth 48

*Unlined and Lined:* for children's, misses' and women's shoes.

*Glove and Semi-Glove:* For machine and handsewn men's casuals.

*Aniline and Semi-Aniline:* In all the spring colors.

*Smooth:* for sports.

*Elk and Smooth Elk:* for casuals and capezio styles.

*In attendance:* L. D. Kaplan, J. Kaplan, J. Goodman, J. Spiegel, P. Villa, M. Spiegel, B. Spiegel.

**HERMAN ROSER & SONS,  
INC.**

Booth 1

*Genuine Vegetable-Tanned Pigskin:* In all colors for shoes and leather goods.

*Genuine Chrome-Tanned Pigskin:* In white and colors for shoes.

*In attendance:* R. S. Bestor, A. Cook, D. M. Kennedy, M. G. Klie-  
mand, J. H. Roser, M. L. Roser.

**RUSSELL-SIM TANNING CO.**

Booth 62

*Steerbuck:* For men's, women's and children's shoes; 457-charcoal blue; 458-charcoal brown; 459-charcoal grey; 140-eggshell (dirty buck), 435-slate grey, 440-desert copper, 430-prairie brown, 130-camel, 103-blue denim.

*Steersuede Linings:* In popular colors for men's, women's and children's shoes.

*In attendance:* W. Murphy, C. Albee, K. Wright, R. Mellin.

**FRED RUEPING LEATHER CO.**

Booth 2

*Upper leathers:* Kin Kin, Kanka-  
kee, Tomahawk, Hiawatha, Seminole and Mellow Tan.

*Handbag leather:* Winnebago.

All these leathers in all the popular spring colors.

*In attendance:* C. F. Van Pelt, W. H. Rueping, W. Schroeder, A. Abig, R. Jensen, M. Shapiro, R. C. Lang, F. E. Gould, F. J. Fitzpatrick, E. J. Sweeney.

**SEAL TANNING CO., INC.**

Booth 44

*Smooth Kip and Extreme Light-weight Sides:* Admiral blue, flight blue, basque red, cherry red, tropic

# See the VERZA line at

**BOOTH 33**

**WALDORF-ASTORIA**

**FOR SPRING AND SUMMER SHOES**  
See our popular colors in Women's Weight,  
Chrome Tanned  
**CALF — KIP — EXTREMES — LARGE**  
VERZA'S exclusive workmanship.

Perfected Specialties

**WHITE BUCK — WHITE SUEDE SPLITS**  
In Men's and Women's Weights

Suede Splits for Uppers—Black, Brown, White  
Suede Lining Splits—All Popular Shades

## VERZA TANNING CO.

**TANNERS OF QUALITY LEATHERS**

General Offices & Tannery

Boston Store

107 Foster St., Peabody, Mass.

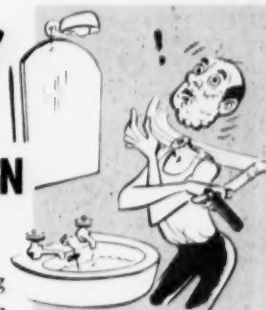
D. W. Poor Leather Co., 91 South St.

Agents in all Principal Shoe Centers

# Sharp!

that's the mark of **WESTERN  
DIES**

Expert engineering plus the finest steel and materials, coupled with rigid inspection and testing of every die is the Western method of giving you a die that will do the job faster, better and last longer. **SEND FOR OUR CATALOG.**



**PERFORATING DIES  
CLICKER DIES  
WALKER DIES  
BEVERLY DIES  
HAND MALLETS**

*For Dependability and  
Quality—Go Western!*

**Western SUPPLIES CO.** 2920 CASS AVE., ST. LOUIS 6, MO.

**A Want Ad  
In LEATHER AND SHOES  
Brings Quick Results**



tan, white bark, pine, ginger, benedictine, October rust, cameltan, cognac, walnut, town brown, dusk, smoked pearl, Panama, parakeet, sweetheart pink, butter yellow, coral flash, flame, cherrystone, canyon sand, smoke, goldendale, brown berry, black, white.

*Suede Splits:* in popular colors.

Workshoe splits and ooze, finished lining splits for men's and women's shoes.

*Pouched Kid and Extreme Sides:* for handbag trade.

*In attendance:* R. Alley, F. Severepce, L. Alley, W. Damon, plus domestic and foreign sales representatives of the company.

### SETON LEATHER CO.

Booth 74

*Patent Leather:* Verona, Dover, Dovernoc, Durona; all spring shades.

*In attendance:* J. Kaltenbacher, R. Kaltenbacher, M. Stern, H. Steskal, J. J. Connor, J. Graham, J. Mahler, G. Farrel, A. T. Karow, H. Beavan, V. Helmholtz, A. Cook.

### SHRUT & ASCH LEATHER CO.

Booth 25

*Suede Kid:* flight blue, admiral blue, avocado, maple, Irish green, town brown, moonstone, charcoal, sweetheart pink, spicetang, violette, white, black.

*Glazed Kid:* flight blue, admiral blue, avocado, basque red, Panama, fawn, pine, benedictine, Irish green, honey, tropic tan, walnut, town brown, moonstone, charcoal, gun-

metal, sweetheart pink, sweetheart blue, shell pink, primrose yellow, turquoise blue.

*In attendance:* G. Shrut, M. Asch, M. Waller, A. E. Cope, R. Porter, Jr., W. Grafe.

### SIMON-SIGMA LEATHER MFG. CORP.

Booth 51

*Gold kid,* gold cabrettas, silver kid, gold skivers, silver skivers, gold and silver designs on suede kid.

*Suede kid:* black, admiral blue, town brown, and white.

*Lining kid:* grey and fawn.

*In attendance:* K. Mayer, G. Drews, H. Berkowitz, J. Bender, P. K. Borden, C. G. Allen.

## THE AULSON TANNING & MACHINERY CO.

HIDE AND LEATHER WORKING MACHINERY  
TANNERY BRUSHES AND SUPPLIES

FACTORIES

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— WAUKEGAN, ILL.

## S. A. CARLOS CASADO LTDA.

*Oldest producers of*

### PARAGUAYAN QUEBRACHO EXTRACT

Brands "Carlos Casado" — solid ordinary "Tanextra" — cold water soluble

*Sold exclusively in U. S., Canada, Mexico, Cuba, Central America through*

## TAN-AMERICAN CORPORATION

42 Broadway, New York 4, N. Y.

## SURPASS LEATHER CO.

Booth 73

*Glazed and suede kid:* black and colors.

*Genuine kangaroo.*

*In attendance:* H. Connett, H. H. Hegeler, D. Hickey, R. A. Farley, H. E. Bohren, D. Bush, C. H. Loughrey, L. Lane, J. L. Larkin and R. A. White.

## TAN-ART CO., INC.

Booth 54

*Colors shown:* white, black, town brown, cognac, charcoal, moonstone, admiral blue, flight blue, maple avocado.

*In attendance:* S. Rothschild, G. A. Rothschild, R. S. Rothschild, F. H. Miller, G. W. Newman, Jr., C. S. Lowell, F. Hitchings, A. A. Wakeford, Jr., G. J. Platt, S. Leventer,

S. Kofsky, F. Holbrow, H. A. Cohen, L. Frost, R. L. Stiles, Jr., J. G. Mahler, J. T. Quinn.

## ALBERT TROSTEL & SONS CO.

Booth 72

*Shucraft:* black, red, smoke, grey charcoal, brown charcoal, golden harvest, sunset, red brown, bourbon, cordovan, oxblood.

*Wapiti:* Black, white (sm), grey charcoal, sweetheart blue, midnight blue, walnut, brown, honey, fruitwood, off-white, red flame, avocado, garrison.

*Wapiti (children's):* white (F.G.), harvest brown, smoke.

*Tuxedo:* sunset red, avocado, flight blue, yellow, cognac, golden wheat, white, tropic tan, black.

*Paratroop:* Army russet, black, golden tan, cherry tone, basque red.

*Zebu:* Khaki, army russet, black, cordovan.

*Blizzard:* burnt brown, town brown, cordovan.

*Resistan:* butternut, mahogany, grey, oak russet, autumn brown, autumn sage, cordovan.

*Moccaside:* red, sorrel brown, tawny, palomino, smoke grey, brown vintage.

*In attendance:* A. O. Trostel, Jr., E. G. Smith, R. W. Kasten, W. J. Strachota, T. L. Tewksbury, P. R. Wanvig, D. G. Doughty, P. L. Birckhead, L. H. Buse, H. H. Beavan, D. C. Kennedy, W. R. Lotz.

## UNITED STATES RAW SKINS TANNERS, INC.

Booth 26

*Chiffon calf:* aniline-dyed in all leading colors.



## Just *One Minute* Please

Just take time out to try a sample of our Non-Lacquer Water-Resistant Finishes. They are made for White and Colored Sides, give extra good coverage without appearing heavy, and give your leather extra eye-appeal. In fact, our finishes give Sides that Calf-like appearance you've been shooting at.

And for Lining and Work Shoe Splits, we have finishes of superb quality, finishes that work perfectly in any plant under a wide variety of conditions.

**J & W FINISH COMPANY**  
3 FOSTER STREET

PEABODY, MASS.

*Safari calf:* 4-5 oz. in weight, featuring a natural shrunken grain for men's and women's unlined sport shoes.

*Mocha calf:* and other interesting new leathers.

*Special deerskin suede:* 5-6 oz. for moccasins.

*In attendance:* W. Michelin, I. Silverberg, E. H. Widder.

## UNITED TANNERS, INC.

Booth 92

*Mirrolene:* Full aniline smooth sides.

*Mirro-Soft:* Full aniline soft-tanned sides.

*Mirro-Moc:* Full aniline combination-tanned sides.

*Unitan:* Elk and smooth chrome-tanned sides.

*Unilene:* semi-aniline combination-tanned sides.

*Softolene:* glove-tanned sides.

*Splits:* chrome retan sole, ooze and finished linings, workshoe, moccasin, finished and ooze slipper, suede gusset.

*In attendance:* H. Ossoff, E. Potter, S. Osman, H. Ossoff, M. Ossoff, R. D. McNulty, J. R. Garside, J. Lewis, M. Harris, D. Friedlander, M. M. Ossoff.

## VERZA TANNING CO.

Booth 33

*Chrome-tanned smooth kip sides, extremes and large sides (women's weight) and calfskins:* flight blue, admiral blue, avocado, basque red, cherry red, panama, smoke, fruitwood, black and white, pine, ginger, benedictine, tropic tan, town brown,

charcoal, sweetheart blue, sweetheart pink.

*White Buck:* (cowhide upper) in kip sides, extremes and large sides.

*White suede splits:* in men's and women's weights.

*Black suede splits:* for uppers.

*Suede lining splits:* in all popular colors.

*In attendance:* L. Verza, A. J. Buckley, G. J. Robbins, A. V. Marrs, M. Balkan, A. York, P. J. Gerwin, R. C. Anton, M. Waller, E. J. Vollbrecht, Jr., J. Fabrick.

## WINSLOW BROS. & SMITH CO.

Booth 23

*Full chrome linings:* complete range of colors.

*Vegetable linings:* to match chrome colors.

TOPS IN  
TANNING  
EQUIPMENT

George **FROMER**  
Company, Inc.

27 WALNUT STREET • PEABODY, MASS.

representing  
SPECIAL EQUIPMENT CO.  
CHAS. H. STEHLING CO.  
TRAUD MACHINE CO.  
FULTON COUNTY MACHINE CO.  
SPRACO-Spray Finishing Machines  
MARLOW FLESHING PUMPS

## REACH the *Right People!*

... those who are most likely to need what you have to sell.

• You can do it—very easily too!—with a one inch single column "Want Ad"—for \$2.50 a week—certainly not an obstacle to keep you from utilizing this valuable resource! ... in the magazine voted first choice by shoe and leather manufacturers through nation-wide polls.

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• Mail your "Want Ad" in — now — to:

**LEATHER and SHOES**  
300 W. Adams St.  
CHICAGO 6, ILL.

*Sueded lambs:* both chrome and vegetable.

*White chrome outside leather:* both playshoe and baby shoe.

*Shearlings:* in electrified colors, chrome and natural finish and embossed.

*In attendance:* E. C. Martin, A. Foster, A. Vietze, F. B. Baker, R. Eastman, C. Ulrich, R. Shaw, N. Griffith, C. G. Allen, R. Conant, E. A. Warren, E. Hine.

## RICHARD YOUNG CO., INC.

Booth 64

*Lambskins:* Rychrosuede, cape, chrome linings, in spring colors.

*Kangaroo:* ambertone, American burgundy, corona brown, gaucho tan, mink brown, Texas tan, town brown, white and black—in glazed and aniline finishes.

*Kangaroo for athletic shoes.*

*Side leather:* The new Rycotan garment cow, rycotan glove, delatan top finished.

Ryco Chieftan, nappy brushed splits, ooze lining splits—all in the spring colors.

*In attendance:* R. Young, R. L. Larkin, W. C. Backus, Jr., P. J. Cooney, O. B. Dahm, M. C. Gerber-eux, J. R. Kueven, J. P. Monahan, B. W. Stewart, H. I. Stewart.

## ZIEGEL, EISMAN & CO., INC.

Booth 63

*Kangaroo:* black and brown.

*Kid suede:* black.

*In attendance:* C. J. Barnet, H. J. Barnet, C. J. Barnet, Jr., H. J. Barnet, Jr., R. P. Everlein, J. G. Freeman, R. J. Hecht.

August 21, 1954

# most emphatically

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is the accepted  
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**QUALITY  
OILS**

NEATSFOOT OILS

SULPHONATED COD OILS

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Write or call us today; we will be pleased to discuss your requirements with you.

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## REFINERY, INC.

142 LOCKWOOD ST. NEWARK 5, N. J.

LEATHER and SHOES

127



## Period Of Active Buying Ahead Seems Certain For Allied Trades

Shoe Factory Activity Now Stepping Up As Retail Sales Continue Healthy. Six Months Outlook Good

Let's start with an uncompromising, fully confident statement: business for the allied shoe trades over at least the next six months will be appreciably stronger than has been experienced in the past 10-12 months.

For this reason, the Allied Shoe Products Show to be held in New York at the Belmont-Plaza Hotel, August 29 to September 1, may prove to be the most business-active in several seasons.

The initial statement is neither conjecture nor hope, but is founded on a variety of sound trends in the making, or trends whose initial phases have already materialized.

**First, let's take the outlook** on shoe production, for upon this hinges the outlook for allied shoe products business. Up to this past June, monthly shoe production for practically every month over the last year had fallen behind the corresponding month of 1953. It wasn't a slump or recession, but simply a leveling off—the traditional lull following the storm.

For example, 1953 shoe output amounted to 501 million pairs. This was neither excessive nor depressive. It was, however, about 10 million pairs below the "normal" per capita production based on per capita population estimates. However, the preceding year had given us a more normal output of 508 million pairs.

But a more accurate analysis is obtained by looking at "fiscal" shoe production rather than totals for any given year. For example, the high run of production began in July 1952, and ended in July 1953. That was a high-output level that amounted to around 525 million pairs over that 12-month period. Therefore, if you look at the totals for 1952 (508 million pairs) and 1953 (501 million), neither year seems excessive. But when you combine the output of the last half of '52 with the first half of '53, then you have an excessive level.

And that, fundamentally, is what caused the pulling in of production

and buying horns over the next 10-12 months, starting with July 1953. The feast was over and it was time, traditionally, for the relative famine to set in. It happened, inevitably.

**But famines, historically,** never run more than 18 months in the shoe industry, and normally they'll run between 8-12 months following a period of heavy output. We have now completed such a "famine" cycle. All the signs point to shoe business ready to go at a stepped-up pace.

The facts: June output, for the first time in about 10 months, was equal to the June 1953 level. July output for the first time was higher than for the same period of the previous year. These are concrete signs that the ice has been broken.

Shoe industry economists feel certain that 1954 will prove *at least as good as 1953's totals*. That's highly significant, especially in the light of analyzing what's ahead. Here's why. Output for the first seven months of 1954 comes to 289 million pairs. That's six percent below the same period of last year. Therefore, if the economists are right in their forecast that 1954 output will at least match last year's, it means that output over the next five months will have to be substantially ahead of the same period of last year. In short, it suggests a little production boom in the period ahead.

**To match last year's total** of 501 million pairs it means the industry must produce 212 million pairs—a fairly high average of 42.5 million pairs monthly—over the next five months. The industry appears confident that it will reach that mark, and some members are confident that we'll even surpass it.

Take another important factor: retail shoe sales. The steady level of consumer shoe buying has amazed retailers and manufacturers alike. With everyone awaiting the much-discussed "recession" to take its toll on shoe business, the consumer whis-

tled merrily on his shoe-buying way and ignored all the recession talk.

Retail shoe sales have maintained a steady and healthy pace. This has served not only to reduce retail inventories—in some cases now at appreciably sub-normal levels—but has had a strong influence in changing the "mood" of shoe buyers. A buyer indecisive about economic outlook, especially in terms of consumer purchases, isn't in a mood for substantial ordering. But when consumer buying remains steady, the retailer's mood soon shifts: not only does he assume more confidence and willingness to buy, but he faces up to the reality that he has been attempting to operate with sub-normal stocks as a result of his cautiousness—and hence has been losing sales.

**Surveys report** that this is the current and growing mood among many shoe retailers. Its significance? It could well presage a rush to market. We flatly predict that such will occur in the months ahead, particularly at the various shoe shows scheduled for the months ahead. It may well take shape even earlier via heavier re-ordering and fill-in business.

The whole thing sums up to a period of more active shoe production—with all its consequent benefits to the allied trades. The length of the good-business period? At least six months. But if historical patterns follow through, the active-business period may well extend to 10-12 months.

**Significant to the allied trades** is this: virtually no shoe manufacturer or retailer is in an over-stocked inventory position. Most are at least "normal," while a growing number are operating at sub-normal levels. Of course it denotes increased need for refurbished stocks of practically all goods—especially if the "run" on shoes via factory orders occurs as expected.

What adds further confidence to this whole picture is that prices in almost all lines are stable. This reduces speculative activity to a minimum, encourages buyers to buy when goods are needed, which is now and ahead. It inculcates the whole situation with a note of sound assuredness that the buying time is ripe and right.

If larger-scale buying does not materialize at the Allied Show, it need not be interpreted as a note of discouragement. Under the current conditions and crystallizing trends, it is virtually inevitable that such buying will take concrete form in the weeks ahead.



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Use our colorful edging clips, nail  
heads, lace tips, tassels and rhine-  
stone ornaments.

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**E. E. WELLER CO.**

253 GEORGIA AVE., PROVIDENCE, R. I.

**Always a Leader in Quality,  
Ornamental Styling, and Service**

# ALLIED SHOE PRODUCTS AND STYLE SHOW

*Hotel Belmont Plaza, New York City, August 29 — September 1*

## THE EXHIBITORS AND WHAT THEY WILL SHOW

**Acme Sales Co.**  
**Brockton, Mass.**

*Room number: 1020*

**Allied-City Wide, Inc.**  
**New York, N. Y.**

*Room number: 917-918*

*On display: Platform materials.*

*Representatives: Jack Feldstein, Ray Salwen, Phil Catalano.*

**American Biltrite Rubber Co.**  
**Chelsea, Mass.**

*Room number: Blue Room—A*

*On display: Nuron-Flex, Surestep Safety, Flexway Golf and Squee Gee Crepe soles; Nur-O-Cel, Sof-Cel, Nuron-Crepe, Everlite and Nuron soling; Panco heels and soles; composition soling and toplifting.*

*Representatives: Eliot and Murray Bernstein, Jim Campbell, Henry Lee, Sam Rubin, Ray Ryan, Sumner Stopnik, Jerome M. Schlakman.*

**American Shoemaking**

*Room number: 901*

**American Stay Co.**  
**Malden, Mass.**

*Room number: 1028*

*On display: Shoe trimmings; a new, improved HPB binding which may be used to bind any part of a shoe.*

*Representatives: E. B. Luitwieler, D. W. Burke.*

**Amory Plastics & Counter Co.**  
**Boston, Mass.**

*Room number: 1438*

*On display: New Polyethylene plastic counters, resilient, crush-proof, moisture-proof, for men's, women's, children's shoes.*

*Representatives: Joe Corman, Al and Irving Keiter.*

**Andrews-Alderfer Co.**  
**Akron, Ohio**

*Room number: 1402*

*On display: Andalfoam cushion linings (for uppers) and soles; shoe style numbers using Andalfoam.*

*Representatives: G. W. Williams, Gerald D. Scott, Jay R. Hess.*

**Armstrong Cork Co.**  
**Lancaster, Pa.**

*Room number: 904*

*On display: Complete line of cork composition sheets for wedges, heels, platforms, miscellaneous shoe parts; cold-process cork bottom filler; Cushioncork materials for platforms, insole strips and mid-sole cushioning; new R K-399 Cushioncork.*

*Representatives: D. M. Smith, F. R. Trenor, D. A. Comes, H. R. Ensor, W. H. Whitten.*

**Atchue Sales Co.**  
**Long Island City, N. Y.**

*Room number: 914*

*On display: Chemicals, adhesives, latex, counters, molded quarters, heels, cork-rubber platforms, sponge rubber, soling, midsoling.*

**Atco-Flex Innersole Co.**  
**Boston, Mass.**

*Room number: 1438*

THE STAMP OF

**VORTEXOL.**

DEPENDABILITY

SULPHONATED OILS and FATLIQUORS  
SUEDE SPRAYS — CROCK ELIMINATORS  
WATERPROOFING SPECIALTIES

**EASTERN INDUSTRIAL OIL PRODUCTS CO.**

SAUGUS, MASS.

Export Agent: Wolff-International, Milwaukee, Wisconsin

**J. CHAFFARDON**

*Specialty of*

**Fat Liquor for Leather**

209 Market St.

Lynn, Mass.

*On display:* Several new products in line of cushioning materials for spring sandal shoes. Also featured will be conventional strips made out of "Onco," "Darex" and Kraft, in addition to platform material and wedge strips made out of cork, felt and wedge board.

*Representatives:* Joe Corman, Al and Irving Keiter.

**Athol Mfg. Co.**  
**Athol, Mass.**

*Room number:* 939

*On display:* Terson vinyl and Terek pyroxylin coated fabrics.

*Representatives:* F. L. Ford, R. M. Tyler, V. B. Mitchell, C. W. Evans.

**Atlantic Heel Co., Inc.**  
**Boston, Mass.**

*Room number:* 1438

*On display:* A new and different type of flattie type wedge heel is being offered in a black finish or a two-tone spectro finish. Will also show such well-known heels as the L'Oeuf, plus the barrel, double barrel, concave, and convex heel.

*Representatives:* Joe Corman, Al and Irving Keiter.

**Bay State Fabrics, Inc.**  
**Boston, Mass.**

*Room number:* 1124

*On display:* Fabrics.

**Bay State Shoe Supply Co., Inc.**  
**Wakefield, Mass.**

*Room number:* 1122

*On display:* Bayco insoling, sheet stock, fitted insole strips, wedge heels, sponge and foam rubber products.

*Representatives:* Leo Mascott, Harvey Bloom, Leo Translateur, Ralph Brawley.

**Ben Berk Fashion Creators**  
**New York, N. Y.**

*Room number:* 1012-1014

*On display:* Pullover models and designs.

*Representative:* Harry Berk.

**Bernard-Abrams, Inc.**

*Room number:* 930

**Bing Bow Co.**  
**New York, N. Y.**

*Room number:* 929

*On display:* French imported ornaments, bows; new fashion designs for bows, shoes and handbags.

*Representatives:* Felix Bing, Mr. Raphael.

**Henry S. Blackwood**  
**Forest Hills, N. Y.**

*Room number:* 1105

*On display:* Eyelets; hooks; ornaments.

**Boot & Shoe Recorder**

*Room numbers:* 733-734

**Bowcraft Trimming Co., Inc.**  
**New York, N. Y.**

*Room number:* Crystal Room-A-B-C

*On display:* Buttons; braids; trimmings.

*Representatives:* Jack, Sol, Murray and Chas. Kowal, Herbert Bunin, Sam Trusten, John Rudolph, Vic Short, Dick Reisenberger.

**Bristol Fabrics, Inc.**  
**Boston, Mass.**

*Room number:* 1501-1502

*On display:* Maxecon soling sheets.

*Representatives:* M. P. Lash, F. W. Webber, A. I. Halpern.

**Bristol Rubber Co.**  
**Boston, Mass.**

(See Bristol Fabrics, Inc.)

**Brockton Cut Sole Corp.**  
**Brockton, Mass.**

*Room number:* 1020

*On display:* Super Flex leatherboard and its products; leather insoles, mid-

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**AUBURN RUBBER COMPANY, INC.**  
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soles, counters; new Polyethelyn "Perma" counter.

*Representatives:* Robt. Horowitz, Arthur D. Knight, H. M. Young, Fred C. Atkinson, Walter Schafstall, Willis Altendoerfer.

**Brockton Plastics, Inc.**

Room number: Blue Room-B

**A. S. Burg Co., Inc.**  
Boston, Mass.

Room number: 1531-1535

*On display:* Fabrics; linings; new nylon straws.

*Representatives:* A. S. Burg, Barney Kane, Lou Cohen, Ted Porosky, Bert Rabb.

**The Canada Last Co., Ltd.**  
Preston, Ont., Canada

Room number: 1436

*On display:* Lasts.

*Representatives:* C. M., J. A., and Bob Iredale, H. T. Hartshorn, Jr., J. Ross.

**Castle Trimming Co., Inc.**

Room number: 1512

**Clemtex Mfg. Co., Inc.**  
Boston, Mass.

Room number: 920

*On display:* Novelty fabrics, imitation suedes; Slidease bindings.

*Representatives:* Seamon Steen, Maurice Cohen, Leonard Banash, Milton Fine.

**Columbia Combining Co.**  
Brooklyn, N. Y.

Room number: 1112

*On display:* Backing cloth; plumpers, etc.

**Commonwealth Mfg. Co., Inc.**  
Brooklyn, N. Y.

Room number: 1036

*On display:* Bindings, trimmings, etc.

**Consolidated Rubber & Plastics Co., Inc.**  
Melrose, Mass.

Room number: 1129

*On display:* Composition soling material; cork and rubber platforms; Clicker block adds; new No. 158 composition soling material, a lighter weight soling with a hard, durable finish.

*Representatives:* Leo Bakalar, Raymond Crawford, Leo Translateur, Murray Shaffer.

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**Continental Textile Corp.**

Room number: 1423

**Cooney-Weiss Fabric Corp.**  
**Boston, Mass.**

Room number: 1006

*On display:* Rayette; Linsuede; Excellite, vinyl coated and Kafteen, pyroxylin coated materials; new Western finish vinyls for socklinings; Briarkid.

*Representatives:* John J. Cooney, Mortimer Weiss, Larry Leinwand, Bernard Adler, Jack A. Garfield, T. C. Newman, Jr., Arnold E. Cope.

**Corman Leather Co., Inc.**  
**Boston, Mass.**

Room number: 1438

*On display:* Fibre and leather counters, tucks; leather and rubber top-lifts.

*Representatives:* Joe Corman, Al and Irving Keiter.

**Alfred A. Curtis**  
**Lexington, Mass.**

Room number: 907

*On display:* Materials for soles, platforms, wedge heels, etc.; new heels made of Johns-Manville new wedge heel board.

*Representative:* A. A. Curtis.

**Daniels Mfg. Co.**  
**Brooklyn, N. Y.**

Room number: 1428

*On display:* Nailheads; rhinestones; silk screening; stitchless electronic embroidery ornamentation trims; new styles brought in from Egypt, France, Italy.

*Representatives:* Ben Zaret, Sid Wolin, Max Schlaks.

**Davidson Rubber Co.**  
**Charlestown, Mass.**

Room number: 1024

*On display:* Cush-N-Fit sponge rubber sheets and pads.

*Representative:* R. M. Little.

**Davis Box Toe Co., Inc.**  
**Wappingers Falls, N. Y.**

Room number: Oak Room C

*On display:* Box toes, etc.

**Delco Rubber Corp.**  
**Milbury, Mass.**

Room number: 1123

*On display:* Quarterlining; socklining; suede vinyl.

*Representatives:* Edw. J. DeLuca, Frank J. Mersky, H. H. Kemper, Al Marder.

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**SAMPLES ON REQUEST**

**J. Einstein, Inc.**  
**New York, N. Y.**  
 Room number: 1033-1034  
 On display: Fabrics.

**Elfskin Corp.**  
**Worcester, Mass.**  
 Room number: 1038  
 On display: Vinyl and pyroxylin coated fabrics.  
 Representatives: Melvin Sawyer, Edw. Settino, Harold Levine, S. J. Silkes.

**Elm Shank & Heel Co.**  
**Lynn, Mass.**  
 Room number: 914  
 On display: Heels and shanks.

**Joseph Erdos**  
**New York, N. Y.**  
 Room number: 1526  
 On display: Pullovers.  
 Representatives: Norman Erdos, Emery Blau.

**Bea Evan Shoe Styles**  
**New York, N. Y.**  
 Room number: 1100  
 On display: Spring shoe styles for men, women and children; new men's Spring styles.  
 Representative: Bea Evan.

**Fabric Creations, Inc.**  
**New York, N. Y.**  
 Room number: 924  
 On display: Fabrics.

**Far Eastern Fabrics**  
**New York, N. Y.**  
 Room number: 1022  
 On display: Fabrics; new fabrics in silk and cotton, plain, printed and woven.  
 Representatives: Chas. M. Kunzman, Gus Masiello.

**Federal Leather Co.**  
**Belleville, N. J.**  
 Room number: 1445-1446  
 On display: Coated fabrics; new simulated straws.  
 Representatives: Henry and Maury Golub.

**Felch-Anderson Co.**  
**Providence, R. I.**  
 Room number: 1002  
 On display: Shoe buckles; ladies' belt buckles; new plastic lace ends.  
 Representatives: Carmen S. Felch, Irving Zamecheck.

**Jack Feldstein**  
**Flushing, Long Island, N. Y.**  
 Room number: 917-918

*On display:* Cork and board, and sponge rubber platform material; paper products; combining and backing cloths.

*Representative:* Jack Feldstein.

**Fells Mfg. Co.  
Allston, Mass.**

*Room number:* 902

*On display:* Regular lines; new Vina-foam, all thicknesses.

*Representatives:* Robt. M. Lehner, Frank J. Deastlov, Hy S. Feldman.

**Flex-Tex Combining Co.  
Chelsea, Mass.**

*Room number:* 1525

*On display:* Laminated fabrics; reptiles; imitation and genuine leather; shoe tapes; plumper papers; quarter-lining and socklinings; Goodyear Air-foam.

*Representatives:* Simon Butman, Henry Golden, Forrest Romine, Bernard Bros., Donald Sleeth.

**Footcraft Novelty Works  
New York, N. Y.**

*Room number:* 1101

*On display:* Novelties.

*Representatives:* John Serla, John Serla, Jr.

**Fred Frankel & Sons  
New York, N. Y.**

*Room number:* 1403

*On display:* Plastic beading, by yard, in metallic, chalk, natural pearl and colors; new color line of faceted punch-on balls, rhinestones, novelties; banding to be used as a substitute for hand-lacing.

*Representatives:* A. M. Frankel, Sol Meister, Arthur Levein.

**Gilbert Freeman, Inc.  
Boston, Mass.**

*Room number:* 1617-1619

*On display:* Fabrics; new color combinations; special blend of nylon and dacron meshes.

*Representatives:* Gilbert Freeman, Wm. Fay, Ben Engleman, Jim Ott, John Dorin.

**French Beading & Novelty Co.  
Philadelphia, Pa.**

*Room number:* 928

*On display:* Ornamentations.

*Representatives:* Dave and Frank Greenberg, Bernard Brook.

**General Stay Co.  
Lynn, Mass.**

*Room number:* 1524

*On display:* Stays; strippings; pipings; sutaches; bows; vamps; lacings; novelties; new No. 1 and No. 4 pinked stripping, also code No. 13, 13-2, and No. 24.

*Representatives:* Nathan Weinstein, Bernard Hirshberg.

**Gitterman & Co.  
New York, N. Y.**

*Room number:* 1121

*On display:* Nylon and dacron meshes; brocades; velvets; corduroys; shantung; linens; novelty fabrics.

*Representatives:* Daniel Benjamin, Lionel Bendheim, P. C. Stevens, I. C. Wehmeyer, Kurt Bier, Ervin C. Manske, Geo. W. Newman, Jr.

**Gold Crown Fabrics, Inc.  
Boston, Mass.**

*Room number:* 1006

*On display:* Failles; linens; straws; denims; new raffia.

*Representatives:* John J. Cooney, Mortimer Weiss, Larry Leinwand, Bernard Adler, Jack A. Garfield, T. C. Newman, Jr., Arnold E. Cope.

**Golden Leatherboard Co.  
Haverhill, Mass.**

*Room number:* 1103

*On display:* Platform and combined materials; wedge strips; new wedge strips for heels made from felt, fibre and rubber composition.

*Representatives:* Hy and Paul Golden, Peter K. Borden, Harry R. Levy, Leo Bexette.

**B. F. Goodrich Co.  
Akron, Ohio**

*Room number:* 1645-1646

*On display:* Rubber and composition heels and soles.

**B. Gordon & Co. Inc.  
New York, N. Y.**

*Room numbers:* 1416-1417

*On display:* Woven novelty fabrics and textiles; new patterns.

*Representatives:* Murray Gaines, B. Gordon, Jack Geffner.

**H & W Shoe Supplies, Inc.  
Dumont, N. J.**

*Room number:* 1026

*On display:* Elastic gorings and plastic trims.

*Representatives:* Nicholas L. Wershing, Wm. Carroll, Irving Zamcheck.

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**Haley-Cate Co., Inc.**  
**Everett, Mass.**

Room number: 1126

On display: Leather stripping, pipings and bindings; new perforations and scallop pinkings.

Representatives: Sam Alper, Jos. Mayo.

**Halo Associates**  
**New York, N. Y.**

Room number: 1404

On display: Straw fabrics, narrow and wide widths; new straw fabrics and straw brocades.

Representatives: Louis and Herman Rosenblatt, Abraham Fuhrman.

**Harvard Coated Products Co., Inc.**  
**Roxbury, Mass.**

Room number: 938

On display: Kidko socklinings and quarterlinings; Foamtex socklinings; Swazon suedines; various fabrics and combinations.

Representatives: Louis Ravich, David Calish, Frank Gordon.

**Haverhill Shoe Novelty Co.**  
**Haverhill, Mass.**

Room number: 1425

On display: Ornamentations.

Representatives: T. S. Warshaw, L. B. Siskind, B. Gottesman, W. Michels, G. D. Scott, B. Glagousky.

**G. Hirsch Sons, Inc.**  
**New York, N. Y.**

Room number: 1523

On display: Fabrics and trimmings from leading European sources; prints, straw cloths and braids; woven Jacquard fabrics; pure silk; cotton; rayon.

Representatives: Louis Fenner, Fred Waterman, Ted Harther, Ben Manheimer, Geo. Sacarob.

**House of Trimmings, Ltd.**  
**Brooklyn, N. Y.**

Room number: 1416-1417

On display: Trimmings.

**Hub Stay Co., Inc.**  
**Boston, Mass.**

Room number: 1401

On display: Swiss and Italian straw; embroideries; ornaments; bows; braids; new straw—mesh—clear plastic treatments in embroidered and filigree designs; pullovers.

Representatives: Arthur Allured, Bernard Shultz, Samuel Yanco.

**Ideal Rubber Heel Mfg. Co.**  
**Chelsea, Mass.**

Room number: 1525

On display: Men's, women's, children's rubber heels.

Representatives: Simon Butman, Henry Golden, Forrest Romine, Barnard Bros., Donald Sleeth.

**International Fabric Corp.**  
**Boston, Mass.**

Room number: 1044-45-46

On display: Fashion Trend fabrics for Spring '55; new "Hidden Fashion" fabrics.

Representatives: Messrs. Edison, Pike, Horsky, Dana, Alman, Neipris, Baskin, Translateur and Stone.

**Jay Gee Products Corp.**

Room number: 1529

**Bennett W. Jayne, Inc.**  
**Brooklyn, N. Y.**

Room number: 845-846

On display: Celltite soling and units; new combinations and designs of bottom units for all types of shoes.

Representatives: B. Jayne, A. Epstein, E. Kalicl, E. Settino, L. Reddish, G. Barnard.

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**Fred Kahn Shoe Styles  
New York, N. Y.**

Room number: 1000

On display: Styles for Spring '55.

Representative: Fred Kahn.

**Kaplan Products & Textiles, Inc.  
New York, N. Y.**

Room number: 1107

On display: Novelty fabrics; Swiss straw fabrics and braids; cloths.

Representatives: A. R. Kaplan, M. J. Silverman, Sid Brown, Jack Feldstein.

**Keeler & Cochran Heel Co.**

Room number: 914

**K. & S. Mfg. Co.**

Room number: 907

**Albert R. Lakow**

Room number: 941

**Lawrence Process Co.  
Lawrence, Mass.**

Room number: 1140

On display: Perma-Seal plastic welting; Perma-Flex plastic shoe covers and polyethylene counters; new style weltings.

Representatives: Robt. J. Noonan, Percy A. Crafts, Edw. F. Hogan.

**Lazar Backing Co.  
Brooklyn, N. Y.**

Room number: 1117-18

On display: Backing cloth.

**Leader Heel Co.  
Lynn, Mass.**

Room number: 940

On display: Flattie leatherboard heels; new novelty heels.

Representatives: Samuel Grob, David G. Silverman.

**Samuel Levine Textile Corp.  
New York, N. Y.**

Room number: 1007

On display: Rayon satins; prints; failles; novelty weaves; metallic cloths.

**Al Lewis Shoe Styles  
New York, N. Y.**

Room number: 927

On display: Styles for Spring '55.

Representative: Al Lewis.

**Al Lewis Shoe Supplies  
New York, N. Y.**

(See Al Lewis Shoe Styles)

**Dan Lewis, Inc.  
Dover, N. H.**

Room number: 1139

On display: Homasote wedge and spring heels; all types platform ma-

terial; processors of Goodyear Air-foam; all types fiberboard and cut fibre stock, fibre counters; shoe supplies.

Representatives: Dan and Dick Lewis, Frank Selden, Yale Cantor.

**Philip Lorman Shoe Creators  
New York, N. Y.**

Room number: 926

On display: Ornamentations; new shell designs on vamps.

Representative: Philip Lorman.

**Lowell Counter Co.  
Lowell, Mass.**

Room number: 914

On display: Counters.

**M. Lowenstein & Sons, Inc.**

Room numbers: 1412 & 1414

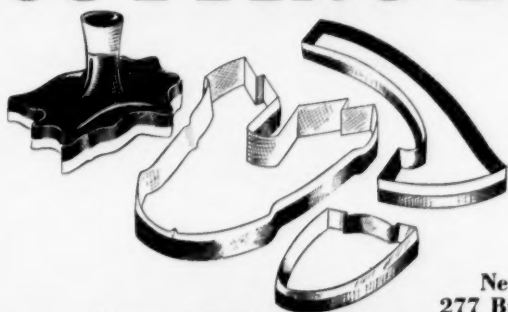
**The Lushan Co.  
Boston, Mass.**

Room number: Section "C" Oak Room

On display: "Strawflex" bands; "Square Dance" and "Waikiki" straws; "Minuet" and "Spun Lace" jacquards; denims with the frosting—"Cupid"; cottons in fancy weaves and color combinations for casuals; silk and cotton prints featuring "Male Call"; nylon meshes in new fashion colors and combinations; new "Regalite" clear vinyl featuring novelty themes both laminated and appliqued.

Representatives: Herbert Lushan,

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**Lustrous Looms, Inc.**  
**New York, N. Y.**

Room number: 1404

*On display:* Metallic woven fabrics, brocades; new metallic brocades.

*Representatives:* Herman Rosenblatt, Abraham Fuhrman.

**Lynch Heel Co.**  
**Chelsea, Mass.**

Room number: 1525

*On display:* Finished and unfinished leather and leatherboard heels; featherboard; leathertype slip wedges.

*Representatives:* Simon Butman, Henry Golden, Forrest Romine, Barnard Bros., Donald Sleeth.

**Lynn Innersole Co.**  
**Allston, Mass.**

Room number: 925

*On display:* Innersoling, wedges, platform materials, all grades for every construction; new Vinafoam applications in shoe construction.

*Representatives:* Robt. M. Lehner, Frank J. Deastlov, Hy S. Feldman, David Harrison, Arthur V. Epstein, Sidney Cohen.

**Majestic Fabrics, Inc.**  
**Boston, Mass.**

Room numbers: 906 and 921

*On display:* Nylon, dacron mesh; nylon straw; stretchable straws in all widths; Majilite; imitation leathers; linens; shantungs; socklinings; new nylon and stretchable straws; fancy straw patterns reinforced with nylon; combination of imported straw yarn, elasticized yarns reinforced with nylon.

*Representatives:* Geo. I. and Arthur L. Kaplan, Edw. Cutler, Donald Sleeth, Ed Berkowitz, Arthur B. Burnes, G. Nelson, Geo. Curtis, Jr., Harry Batchelder, Sr.

**V. F. Melchore**  
**Bellaire, L. I., N. Y.**

Room number: 1115

*On display:* Qua-dots fabrics; new vinyl jewel on twill, faille, linen and other fabrics in brilliant range of colors, outstanding 3-D fabric.

*Representatives:* Harry Spielberger, V. Frank Melchore.

**Merrimac Hat Corp.,**  
**Shoe Fabrics Division**  
**Amesbury, Mass.**

Room number: 1003

*On display:* Nylon mesh; braids; vamp treatments; straw cloths.

**Michlin Trading Corp.**

Room number: Blue Room-A

**Middletown Rubber Corp.**  
**Middletown, Conn.**

Room number: 1114

*On display:* Vinyl coated fabrics; new "C. P. Capetone" a vinyl wrapper material made to rough easier.

*Representatives:* I. R. Segal, Leonard Dybick, David Kalb.

**Mitchell & Smith**  
**Norfolk, Va.**

Room number: 1001

*On display:* Composition cork and cork and rubber sheets for platform and combining use.

*Representatives:* H. C. Stouffer, J. R. Brown, R. J. Daulton.

**Maynard H. Moore, Jr., Inc.**  
**Stoneham, Mass.**

Room numbers: 945-946



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*On display:* Leather stripping; plastic trimmings.

*Representatives:* Harold E. and Maynard H. Moore, Jr., Margaret M. Maguire, Chas. D. Sullivan, Richard Holland.

**Moore Fabric Co.  
Pawtucket, R. I.**

*Room number:* 1426

*On display:* Flex-Gore, elastic goring of all types featuring patented "Cord Edge"; new designs in multicolor and velvet gore.

*Representatives:* R. Goff, G. Steele, W. Lavery, C. Clark.

**Nailhead Creations**

*Room number:* 1505

**National Backing Corp.  
Long Island City, N. Y.**

*Room number:* 1021

*On display:* Foam rubber combined to all types of materials; combined fabrics and leathers.

*Representative:* Morris Edwab.

**Newth Rubber Co.  
Barrington, R. I.**

*Room number:* 1005

*On display:* Newflex cork rubber platform; cork and rubber sponge; composition soling.

*Representatives:* Frank F. Newth, Michael Storti, Richard Shortle.

**North & Judd Mfg. Co.  
New Britain, Conn.**

*Room number:* 1039

*On display:* Buckles; metal trimmings.

*Representatives:* V. H. Brierley, W. W. Turner, F. Sabin, H. J. Peterson, F. V. Craw, A. J. Hildebrandt, E. J. St. James.

**O. K. Shank & Counter Co.  
Boston, Mass.**

*Room number:* 1438

*On display:* Steel and combination shanks; fibre counters; tucks for all shoes.

*Representatives:* Joe Corman, Al and Irving Keiter.

**Oriental Textiles  
New York, N. Y.**

*Room number:* 1427

*On display:* Fabrics; new imported and domestic silk prints, brocades and Kuril Stenciled cottons.

*Representatives:* Victor M. Newman, Irving Graustark, John D. Scott.

**Ouimet Corp.  
Nashville, Tenn.**

*Room number:* Blue Room-B

**Ouimet  
St. Louis, Mo.**

*Room number:* Blue Room-B

**Ouimet Stay & Leather Co.  
Brockton, Mass.**

*Room number:* Blue Room B

*On display:* Woven leather; crepe wrap; forma gard; trimmings; vamps; nite-glow trims; stitchdown welting.

*Representatives:* E. R. Ouimet, E. A. Stuart, Robt. Burpee, Clay Caroland, Jack Madden.

**Ouimet Welting Co.  
Brockton, Mass.**

*Room number:* Blue Room-B

**Palatine Corp.  
New York, N. Y.**

*Room number:* 1133

*On display:* Complete line of fabrics.

*Representatives:* Leonard Lewis, Irving Lippman.

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**Parva Products Co.**  
**New York, N. Y.**

Room number: Oak Room B

On display: Tongueless buckles.  
Representatives: Stanley Ford, Elaine T. Norwood, Ralph Scott, Kenneth A. Proctor.

**Peretz Brothers**

Room number: 1514

**Pero & Daniels, Inc.**  
**Jamaica Plain, Mass.**

Room numbers: 1527-1528

On display: Bindings; trimmings; elastic bindings and gores; new combination of plastic and rayon fancy trimmings.

Representatives: M. Graff, B. Block, J. Burg, J. Pike, A. Martin, H. Daniels.

**Philgo Novelty Mfg. Co., Inc.**  
**New York, N. Y.**

Room number: 1522

On display: Imported and domestic straw braids, fabrics; new Swiss non-tarnish metallic yarn.

Representatives: Ed Moroh, Henry Berkowitz, Hugo Leipnicker.

**Phillips-Premier Corp.**  
**Boston, Mass.**

Room number: Oak Room, Parlor "A"

On display: DuPont Fabrilite Fabrikoid; Liberty Fabric Nylon mesh; Glasgall brocades; Polar Pile; complete line of suedine; new improved Silver Fabrilite; unusual embossing and finishes on coated fabrics.

Representatives: Fred N. Phillips, Jr., David C. and Robt. Davidoff, Carl J. Tishler, Merton J. Bergman.

**Philmar Fabrics**

Room number: 1429

**Pleaver Backing Corp.**  
**Long Island City, N. Y.**

Room number: 1538

On display: V-F-S, a new cushioned socklining.

Representatives: Lou Pleaver, Leo Friedman, Bud Wasserman, Norman Wasserman.

**Henry Pollak Co.**  
**New York, N. Y.**

Room numbers: 1503-1504

On display: New ideas in straw braids, cloths, vamps, novelties.

Representatives: Jack Meshirer, John Fink, Edwin McCann.

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Boston, Slattery Bros... 210 South St.  
New York, Simon Tannenbaum... 100 Gold St.  
London, ...

**Quad Products Corp.**

**New York, N. Y.**

Room number: 1115

*On display:* "Quadots"; new vinyl jewel on rayon suede and satin in a wide range of colors.

*Representatives:* Mac Feldstein, V. F. Melchore, Jason Spielberger.

**Raymik Shoe Fabrics Co.**

**New York, N. Y.**

Room number: 1029

*On display:* Specialty fabrics for playshoes; velvets, corduroys, satin prints for slippers; new variety of solid and multi-colored gimp specialties.

*Representative:* Michael Schlansky.

**Remington Products Co.**

**Akron, Ohio**

Room number: Oak Room--B

*On display:* Sponge rubber heel, arch and filler cushions; new sponge rubber sheet stock, continuous rolls, all thicknesses and densities.

*Representatives:* Roy Knox, Ernest Stephens, John Spalding.

**Respro Inc.**

**Cranston, R. I.**

Room number: 1102

*On display:* Quarterlining; socklining; reinforcing; Vinyl coated sheetings and sateens for uppers, platform wrappings, and socklining in Calif. slip-lasted shoes; Vinyl coated sheetings combined to supporting materials and faille for upper stock in variety of finishes and grains; Resproid 1000 with Patent Shukid finish; Resproid sheeting for upper stock with Patent Shukid finish.

*Representatives:* John E. Manion, Fred V. Newman, Harry H. Smith.

**Rhinestone Creations**

**Philadelphia, Pa.**

Room number: 905

*On display:* Ornaments; new ornaments for heels, special designs for vamps, foam rubber insole, imported trims for children's and ladies' shoes.

*Representative:* Ralph Schwartz.

**Rockmore Art Embroidery Co., Inc.**

Room number: 1041

**The Rockmore Co., Inc.**

**New York, N. Y.**

Room number: 1056

*On display:* Swiss and raffia braids; slipper satins; slipper and shoe fab-

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rics; brocades; imported novelty ornamentations; new stretchable braids.  
*Representatives:* Louis J. and Martin F. Rockmore, Jack Madden.

**Chas. I. Rockmore, Inc.**  
**Brooklyn, N. Y.**  
*Room numbers:* 1245-1246  
*On display:* Cloths.

**Roller Process Corp.**  
*Room number:* 1505

**F. Ronci Co.**  
**Centerdale, R. I.**  
*Room number:* 1127  
*On display:* Buckles; ornaments; new Slide-Lok buckle (tongueless buckle).  
*Representatives:* Larry Albiniano, Samuel Ronci, Harry Eisenberg, J. C. Henley, Chas. Lerner, Jerry Burg.

**Rosemont Silk Co.**  
**New York, N. Y.**  
*Room number:* 1521  
*On Display:* Fabrics; braids.  
*Representatives:* Hugo Leipniker, Fred F. Bernhard, Henry Berkowitz, Robert P. Eberlein.

**Royal Backing Corp.**  
**Brooklyn, N. Y.**  
*Room numbers:* 917-918  
*On display:* Combining and backing.

**Schiff Ribbon Corp.**  
**New York, N. Y.**  
(See Lawrence Schiff Silk Mills)

**Lawrence Schiff Silk Mills**  
**New York, N. Y.**  
*Room numbers:* 933-934  
*On display:* Braids; surface ornamentations; bindings; new imported "Pompadour," a narrow surface trimming.  
*Representatives:* Sidney L., I. M., and Laurence Schiff, Gene Barnard, Arthur Salzer, Jack Shanks, Harry Batchelder.

**Shain & Co.**  
**Boston, Mass.**  
*Room numbers:* 1233-1234  
*On display:* Nylon mesh and lace; printed, striped, glitter and straw fabrics; plastics; gores.  
*Representatives:* Louis I. and Jack Shain, Eli Nagen, Robt. Farley, Peter Borden, Ben Miller, Vernon Giles, Martin L. Paulsen, Richard Greene, Lou Frost, Stanley Hannivan, Wayne Dudley, Elmer Oppelt

**Shoe Factory Supply Corp.**  
**Brooklyn, N. Y.**

Room number: 914

On display: Box toes and fillers, heel pads and tucks, shanks, etc.

**Shoe-Maker Fabrics, Inc.**  
**St. Louis, Mo.**

Room numbers: 1017-1018

On display: Nylon and dacron upper materials for men's, women's, children's; new Nordac, a men's mesh of nylon and dacron blended to give exceptional color tones.

Representatives: Daniel R. Devine, Ray Barnard.

**Shoe Products Co.**

Room number: 914

**Silver Fabrics Corp.**  
**New York, N. Y.**

Room numbers: 1421-1422

On display: Rayon and nylon mesh; straw, rayon satin and novelty fabrics; new chromespun novelty fabrics.

Representatives: Sid Silver, Sam Sir-over.

**Harry R. Snyder Shoe Styles**  
**Rutherford, N. J.**

Room number: 1128

On display: Men's, women's, children's shoe styles.

Representative: Harry R. Snyder.

**Southland Cork Co.**  
**Norfolk, Va.**

Room number: 907

On display: Composition cork, cork and rubber for platforms, clogs, etc.

Representative: Fred Curtis.

**Spano Shoe Products, Inc.**  
**Brooklyn, N. Y.**

Room number: 922

On display: Cork, wood, colored wood inlays, plastic, leather, Celltite, for use in clogs, wedges, ornaments, platforms.

Representatives: Nick Spano, Ida Bartnoff, Chas. E. Shevenell.

**Sponge Rubber Products Co.**  
**Shelton, Conn.**

Room number: 1040

On display: Sponge; Spongex foam crepe; TexFoam with and without sheeting; Spongex molded soles.

Representatives: H. W. Roshorough, Bill Daley, Peter Kelly, Richard Anderson, Frank Manion, Roger Frechette.

**Starlight Fabrics, Inc.**  
**New York, N. Y.**

Room number: 1506

On display: Straw and novelty fabrics.

Representatives: Chas. M. and Arthur Peisner, Milton Meltzer.

**Sterling Last Corp.**  
**New York, N. Y.**

Room numbers: 1431-1435.

On display: Latest Spring fashions. Representatives: Arthur and David Serling, John and Ralph Laycock, Robt. Caltabiano, Frank Dietz, Howard Moore.

**Stocko Metal Products**  
**Wuppertal-Elberfeld, Germany**  
(See Henry S. Blackwood)

**Thomas Taylor & Sons, Inc.**  
**Hudson, Mass.**

Room number: 1125

On display: Shugor; Taylormaid braids; knitted novelties; new items in knitted Swiss straw.

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*Representatives:* Ralph A. Parker, Edw. H. Bryant, Jr., Seamon Steen, John E. Shevenell, Vernon Giles, Martin Paulson, Vernon Rockwood, Ed Flynn, Cliff Dillon, Herbert A. Cohen, Kenneth Mooney, Richard Riesenberger, John G. Mahler.

### Thermco Products Corp. Quakertown, Pa.

Room number: 936

On display: Bindings; cut faille bindings.

*Representatives:* Lester E. and Mortimer S. Schiff.

### Thermo Plastic Products, Inc. Jamaica Plain, Mass.

Room numbers: 1527-1528

On display: Strippings; innersole and platform bindings; fancy plastic trimmings; new novelty fancy plastic stitch trimmings.

*Representatives:* A. E. Martin, H. Daniels, J. Pike, J. Burg, M. Graff, B. Block.

### Union-Bay State Chemical Co. Cambridge, Mass.

Room number: 912

On display: Sole attaching, solvent and latex cements; edge stains; bottom and upper leather finishes.

*Representatives:* Ralph and Geo. Atchue, Lincoln Redshaw, Wm. Irwin, Jack Aglin, Larry Leonard, Wm. Morrissey.

### Unisole, Inc. Brooklyn, N. Y.

(See Bennett W. Jayne, Inc.)

### United Last Co., Div., United Shoe Mch. Corp. Boston, Mass.

Room numbers: 1544-45-46

On display: Last styles; new last styles for Spring, Summer '55.

### United Shoe Ornament Co. Cranston, R. I.

Room number: 927

On display: Buckles; ornaments.

### United Stay Co., Inc. Cambridge, Mass.

Room number: 1023

On display: Stixtite piping; stripping and binding in leather and imitation leather; new Moldstite, a seamless suedine insole binding.

*Representatives:* Leo J. Bugler, Eugene K. Stinchfield, Robt. and Burton P. Sanders.

*Room number:* 1106

**Universal Stay Co.**  
**Chelsea, Mass.**

*Room number:* 1106

*Representatives:* Alfred Hulzman, Harry Shainker, Jack Lazar.

**Alfred Vamos, Inc.**  
**New York, N. Y.**

*Room numbers:* 1133-1134

*On display:* Nylon and lastex materials; fabrics.

**Vanetta Velvet Corp.**  
**New York, N. Y.**

*Room number:* 1406

*On display:* Velvets; velveteens; cotton velours; corduroys; printed corduroys; petti-point on corduroy, velvet and velveteens.

**Venus Art Embroidery Co.**  
**New York, N. Y.**

*Room number:* 923

*On display:* New embroidered treatments of flowers, leaves, webbing and plastic stitchings.

*Representative:* Wm. Rosner.

**Vulplex, Inc.**  
**No. Abington, Mass.**

*Room number:* 1424

*On display:* Vulco, Vulcotan socklining and heel pad materials; Foamsoc and Foamfab foam rubber combinations; Vultan quarterlining; Super Trusheen and Ultrasheen gold and silver materials; Vulstay reinforcing and plumpers.

*Representatives:* Sy Lubin, Paul Brown, Burt Sanders, Jake Pike, Walter Schafstall.

**Wavershoe Trimming Co., Inc.**  
**New York, N. Y.**

*Room number:* 1041

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*On display:* Strippings; bows; striping and embroidered vamps.

*Representatives:* Louis J. and Martin F. Rockmore, Jack Madden.

#### **E. E. Weller Co. Providence, R. I.**

*Room number:* 1027

*On display:* Buckles; buttons; tassels; ornaments; rings and metal trimmings.

*Representatives:* Ernest E., Chas. R. and Chas. E. Weller, Wm. J. Carroll, Harry H. Kemper, Dwight W. Coultas, Jr.

#### **Williamsburg Stay Co., Inc. New York, N. Y.**

*Room number:* 1405

*On display:* Piping-stripping and bindings in genuine and imitation leathers; domestic and imported straw braids; new novelty vamp treatments, stripping vamps.

*Representatives:* B. Ginsberg, A. Sherwin, H. Winocur.

#### **Wilner Wood Products Co. Norway, Maine**

*Room number:* 1025

*On display:* Wedgie heels.

*Representatives:* Jos. R. Wilner, Jos. B. Bailey.

#### **Windram Mfg. Co. So. Boston, Mass.**

*Room number:* 1004

*On display:* Combined fabrics and backing cloth.

*Representatives:* Thos. P. Martin, F. N. Kite.

#### **Sam Yellin Shoe Styles New York, N. Y.**

*Room number:* 903

*On display:* Shoe styles; buckles.

*Representatives:* Sam and Frances Yellin.

## Deaths

**Alfred D. Nute** . . . 101, former shoe executive, died Aug. 14 at a Somerville, Mass., rest home after a lingering illness. Active in the shoe industry for many years, he operated shoe firms in Rochester, N. H., Lewiston and Littleton, Me., and Braintree, Mass., at one time. A native of Tuf-tonboro, N. H., he lived in Somerville for 50 years. Nute was known as the world's oldest Freemason, having been a member for the past 80 years. He leaves his niece, Mrs. Zora Delano.

**Joseph E. Straw** . . . 85, retired shoe executive, died recently at Carlisle Hospital, Carlisle, Pa. He had been general foreman of Bedford Shoe Co., Carlisle, for 55 years before his retirement several years ago. Active in civic and fraternal affairs, Straw was a director of the Carlisle Building and Loan Association, president of Friendship Fire Co., and a member of the First Lutheran Church, the Cumberland Valley Fireman's Association, the Carlisle Chapter of the Royal Arcanum, and the Odd Fellows Lodge in Halifax for the past 64 years.

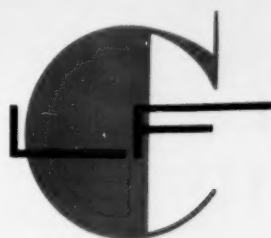
**Charles M. Merritt** . . . tanning materials executive, died Wednesday, Aug. 14 at the Phillips House of the Massachusetts General Hospital in Boston after a lingering illness. Merritt was president and treasurer of Whittemore-Wright Co., Inc., Charlestown, Mass., producer of tanning oils and fat liquors. He joined the firm in 1932 and was active in its management since that time, helping to develop the company's products and make a place for them within the tanning industry. Merritt was also known as an authority on bees wax.

## On To Waukegan

The town of Waukegan, Ill., site of many pleasant trade outings in the past, again plays host to the Midwest industry when members of the combined Chicago-Milwaukee leather trades get together Friday, Aug. 27, for their annual golf outing.

As usual, the affair will be held at the Glen Flora Country Club in Waukegan.

Menu for the day calls for luncheon, golfing and other events and choice of Ed Aulson's lobster or steak dinner. Outing committee consists of Ed Aulson, Clay Carey, Herb Weinstein, Jim Morrison, Don McKee and Fred Graff.



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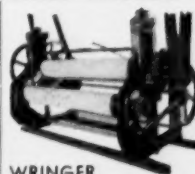
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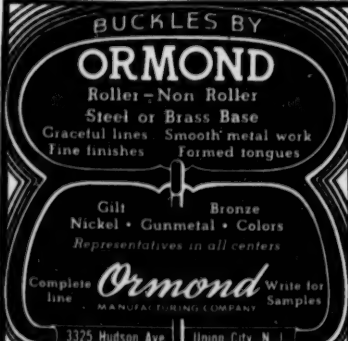
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Aug. 29-Sept. 1, 1954—Allied Shoe Products and Style Exhibit for Spring and Summer 1955. Hotel Belmont Plaza, New York City.

Aug. 31-Sept. 1, 1954—Showing of American Leathers for Spring and Summer 1955. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Oct. 2-6, 1954—Boston Advance Spring Shoe Market Week. Sponsored by New England Shoe and Leather Association. Hotels Statler and Touraine and member showrooms.

Oct. 24-27, 1954—National Shoe Fair. Sponsored by National Shoe Manufacturers and National Shoe Retailers Associations, Palmer House and other Chicago hotels.

Oct. 26-27, 1954—Fall Meeting, National Hide Association. Edgewater Beach Hotel, Chicago, Ill.

Oct. 28-30, 1954—Annual Fall Meeting of Tanners' Council of America. Edgewater Beach Hotel, Chicago.

Oct. 31-Nov. 3, 1954—Michigan Annual Shoe Fair. Sponsored jointly by Michigan Shoe Retailers Association and Michigan Shoe Travelers Club. Hotels Statler and Sheraton-Cadillac, Detroit.

Nov. 28-Dec. 2, 1954—Popular Price Shoe Show of America, Inc., for Spring and Summer 1955. Sponsored jointly by New England Shoe and Leather Association and National Association of Shoe Chain Stores. Hotels New Yorker and McAlpin, New York City.

Jan. 16-19, 1955.—41st Annual Mid-Atlantic Shoe Show, sponsored by Middle Atlantic Shoe Retailers Association. The Benjamin Franklin, Philadelphia, Pa.

Feb. 19-22, 1955—Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherland Plaza Hotel, Cincinnati, O.

March 1-2, 1955 — Official showing of American Leathers for Fall and Winter 1955, sponsored by Tanners' Council of America, Waldorf-Astoria Hotel, New York City.

May 22-25, 1955 — Annual Convention, American Leather Chemists Association, New Ocean House, Swampscott, Mass.

June 13-14, 1955—Annual Spring Meeting of National Hide Association, French Lick Springs, French Lick, Ind.

August 30-31, 1955—Official showing of American Leathers for Spring and Summer 1956, sponsored by Tanners' Council of America, Waldorf-Astoria Hotel, New York City.

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Address H-5,  
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Chicago 6, Ill.

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WANTED—Distributors or sales agents for  
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P. L. SULLIVAN LEATHER CO.,  
Donald Street,  
Manchester, N. H.

#### Bargains

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Trimmed—31,000 lbs.  
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—8,000 lbs.  
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TO MENTION**  
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producing glove and garment. All replies  
confidential.

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TANNERY SUPERINTENDENT WANTED—  
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sized tannery.

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petitive area. Please do not answer unless  
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held strictly confidential. Apply Box No. U-5,  
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leather making formulae worth  
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